Drug & Cosmetic INDUSTRY

JANUARY, 1949

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JUSTUS W. MATTHAEI, News Editor
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Brief descriptions and some of the uses of these acid chlorides are given below. Technical Data Sheets and samples will be furnished when requested on your letterhead. For more information consult our Technical Staff for help on how Hooker Chemicals may solve your specific problems.

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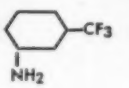
m-AMINOBENZOTRIFLUORIDE



Molecular Weight 161.13
Freezing Point .....3° C
Distillation Range ....5° including 189° C
Specific Gravity, 15.5°/15.5° C 1.303
Refractive Index, n20/D 1.481

Another new fluoride from Hooker Research Laboratories, m-Aminobenzotrifluoride seems destined for wide use as an intermediate in the preparation of dyestuffs. Preliminary investigations also indicate the possibility of further nuclear substitution. The CF_3 group is usually strongly meta directing. However, in this compound indications are that the NH_2 group will have a greater directing influence than the CF_3 group. Further substitution will very likely be in the position ortho to CF_3 and para to NH_2.

The CF_3 group is chemically stable but in the NH_2 group one or both hydrogens may be substituted.

m-Aminobenzotrifluoride is a colorless liquid with a characteristic aniline like odor. It turns brown when exposed to light. At present it is available in pilot plant quantities. Technical Date Sheet 366 describes its physical and chemical characteristics fully and gives literature references. When requesting literature or samples, please use company letterhead.

PRODUCT *Chemical Formula and Molecular Weight*	*DESCRIPTION AND USES*
METANITROBENZOYL CHLORIDE $NO_2C_6H_4COCl$;185.5	Yellow to brown liquid partially crystallized at room temperature. Last crystal point 28° to 31° C. Manufacture of dyes for fabrics and color photography; intermediate in preparation of pharmaceuticals.
PARANITROBENZOYL CHLORIDE $NO_2C_6H_4COCl$;185.5	Yellow crystalline solid. M.P. 70° C minimum. Manufacture of novocaine, procaine hydrochloride; dyestuffs.
ACETYL CHLORIDE CH_3COCl;78.5	Clear, colorless to pale yellow liquid. Dist. R. 2.5° incl. 51° C. To introduce acetyl group into organic compounds. Manufacture of intermediates, dyes, and pharmaceuticals.
BENZOYL CHLORIDE C_6H_5COCl;140.5	Clear, colorless liquid. Boiling point 198° C. As a highly reactive acid chloride, it may be used to introduce the benzoyl group into organic compounds, especially through Friedel-Crafts reactions. It is used in the manufacture of synthetic perfumes, pharmaceuticals, dyes and resins.
PHOSGENE (CARBONYL CHLORIDE) $COCl_2$;98.9	Liquified gas. F. P. — 126° C., B.P. 8.2° C Manufacture alkyl and aryl chlorocarbonates and dialkylcarbonates; Michler's ketone; dye intermediates; metal chlorides and anhydrides; pharmaceuticals; perfumes.
SULFURYL CHLORIDE SO_2Cl_2;135.0	Light yellow liquid. B. R. 2° incl. 69.5° C. Reacts with organic acids to form other chlorides and anhydrides. Chlorinating agent for chlorophenol and other chlorination reactions in organic synthesis.
THIONYL CHLORIDE $SOCl_2$;119.0	Clear, pale yellow to red liquid. B.R., refined grade, 75° to 78° C. Manufacture of organic acid chlorides and anhydrides, alkyl chlorides from corresponding alcohols. It may be used to introduce sulfur alone or in combination with oxygen.

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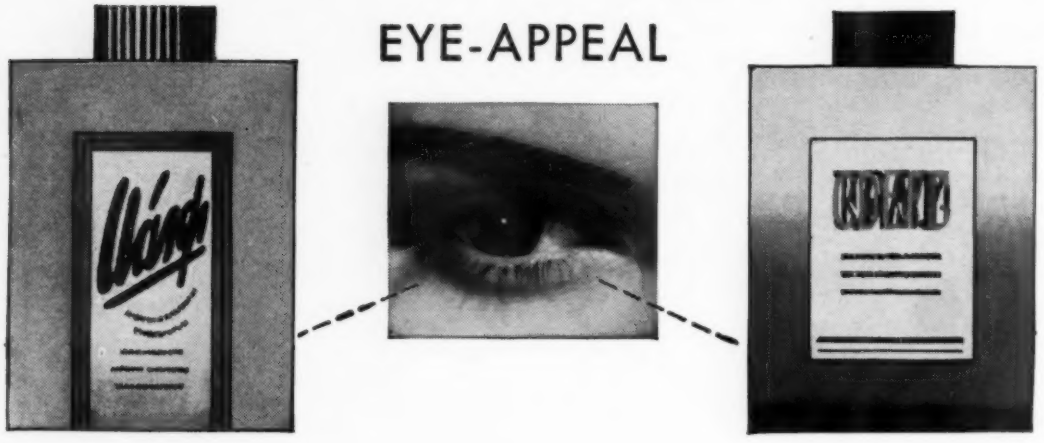

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Fighting the Cosmetic Tax

COSMETIC manufacturers are making an effort to have the Federal excise tax of 20 per cent at retail eliminated, or at least reduced. Charles A. Pennock, president of Hudnut Sales Company, and president of the Toilet Goods Association, says that there is a 50-50 chance that the tax will be eliminated before summer. "The outlook for a reduction of the levy to 10 per cent is even brighter," he says. A committee composed of more than a dozen cosmetic manufacturers is planning a campaign to have the tax repealed. The drive is directed toward the women of the country and will urge them to write their members of Congress in support of repeal of the tax. The campaign is expected to reach its height between March 15 and June 15 since Congress is not expected to take any action on this subject before mid-March. The committee has tentatively selected "Unfair to Women andChildren" as the theme of the drive. The application of the tax to baby powders and creams is unreasonable in the opinion of most mothers, and imposition of the tax on the everyday needs of women is unfair, the majority of them believe.

Firms represented on the Committee include Coty, Elizabeth Arden, Helena Rubinstein, Bourjois, Hudnut, Harriet Hubbard Ayer, Yardley, Bristol-Myers, Sterling Drug, Dorothy Gray, Corliss Lamont, and Jacqueline Cochran. The tax has decidedly slowed up the gift market for cosmetics, it is pointed out, articles not subject to tax being far more popular with the gift buying public. The tax has also reduced the market for the larger size packages, women now buying the smaller sizes to avoid paying the higher taxes but losing the savings which result from buying the more economical larger sizes.

A suggestion was made that manufacturers enclose in their packages inserts calling the attention of the buyer to the tax and enlisting the aid of the buyer in having the tax repealed. Labor, interested in obtaining relief from the tax for the women in its ranks, is looked upon as being able to wield much influence at this time. Up to the present, chief support for repeal of the tax has come from the manufacturers and wholesalers. Now an effort is to be made to enlist the support of consumers and retailers.

F.T.C. and Rheumatism Remedies

A RE-SURVEY of the advertising of preparations claiming efficacy in the relief of the pains of rheumatism is said to be underway in the Federal Trade Commission. Therefore complaints will be issuing from the Commission against manufacturers of products of this type. This question was believed to have been settled following the dismissal of a complaint against the advertising of Baume Bengue. Immediately following this dismissal, the Commission dismissed all cases pending against advertising of products which were recommended for relief of pains of rheumatism, regardless of whether the product was recommended for internal or external use, provided it contained ingredients of value in relief of such pains.

Drug Makers and Ostentatiousness

THE opinion prevalent among the public and the medical profession that the costs of drugs are high, was taken by Dr. Theodore G. Klumpp, president of Winthrop-Stearns, as a reason to question some of ostentatious expenditures of pharmaceutical manufacturers. In his presidential address before the midwinter of the American Pharmaceutical Manufacturers' Association, Dr. Klumpp said:

"With this in mind I have wondered whether or not it is good public policy for pharmaceutical houses to vie with one another in displays of affluence. What I refer to are the expensive parties, extravagant entertaining of doctors, the excessively costly house organs, luxury advertising, expensive souvenirs, and torrents of samples that inevitably lead to the question: (If these houses can afford to splurge this way, why don't they cut the price of drugs a little instead?) I believe in the economic justifications of house organs, samples, first class advertising, but there is a real danger, if the present trend continues, that competition in these matters will be pitched at a level of cost that will be regarded as wasteful by the medical profession. We are, after all, not venders of luxuries, and our storewindows should not look like Fifth Avenue before Christmas."

Cosmetics Under the F. D. & C. Act

ADDRESSING the Scientific Section of the Toilet Goods Association last month, Associate Commissioner of Foods and Drugs George P. Larrick said:

"There appears to be no question but that there will be a continuing trend toward the manufacture and sale of products in the cosmetic field which do make therapeutic claims. This is a trend which need not occasion alarm if the cosmetic industry recognizes the fact that claims of therapeutic efficacy must be determined on the basis of real scientific appraisal of the value of the medicinal ingredients involved. Cosmetics of this type which under the law become drugs are, of course, subject to the more extensive requirements of the statute that pertains to drugs.

"We do recognize that a great deal of progress has been made, but the principal object of this short talk is to emphasize the need for universal acceptance in the industry of the fact that a real scientific appraisal of the safety and suitability of materials used should be made before an ingredient is included in the composition of products designed to enhance the attractiveness of users. The same scientific approach should, of course, be followed in deciding what claims can legitimately be made.

"The cosmetic sections of the act provide in substance, that a product shall be considered adulterated if it bears or contains any poisonous or deleterious substance which may render it injurious to the user. Hence the necessity for careful tests of all ingredients to be included in a preparation.

"We encounter instances wherein manufacturers or distributors of finished products do not know the composition of the preparations which they sell. This situation encourages changes in composition of the basic ingredients without the knowledge of the cosmetic firm. Scarcities or price variations are sometimes an invitation to change these compositions without notice."

In line with Mr. Larrick's remarks, manufacturers should be aware of the fact that, despite the number of purely cosmetic claims made for a product, one therapeutic claim brings the products under the requirements of the drug sections of the act. Also a manufacturer or distributor of a preparation must have full knowledge of what the finished product actually contains. This was decided in a recent court decision.

Order Against Distemper Product

BOB Armstrong's Distemper Remedy has been ordered by the Federal Trade Commission not to be a remedy or cure for distemper in dogs, and that the word "remedy" cannot be used in designating or describing the product. The Commission action was taken in Cease and Desist Order No. 5507, and the case illustrates an instance in which the word "remedy" is considered capable of conveying the impression of a cure. The product contains, among other ingredients, arsenic trioxide, and the order further requires that Armstrong "stop representing that the preparation is a cure or remedy for distemper or that it possesses any therapeutic value in the treatment of distemper except insofar as it may afford relief from the symptoms of the disease." The order also requires that Armstrong stop using any advertisements which fail to reveal that each capsule contains 9.7 grains of arsenic trioxide and that this ingredient is a poison.

U. S. Doctor Population

THE United States has more doctors in proportion to its population than any other country with the exception of Jewish Palestine, according to the Journal of the A. M. A. The United States rate of 710 persons for each physician may be compared with 260 for Jewish Palestine, 870 for Great Britain, 950 for Denmark, 970 for Canada, 1,100 for Australia, Switzerland, Sweden, Spain, Norway, and the Netherlands, 1,300 for France, 1,500 for Eire and Bulgaria, 2,200 for Finland, 2,400 for the Union of South Africa, 4,200 for Egypt, and 25,000 for China.

The average age of physicians in the United States is slightly less now than it was at the outbreak of World War II, the median age of the 199,745 doctors in this country being 44.4 years, against a median age in 1940 of 45.8 years for 175,146 doctors. The percentage of doctors under 50 years rose from 57.5 in 1940 to 60.2 in 1948. In the age group 35 to 49, the percentage rose from 31.4 to 36.5. The medical population has increased 14 per cent since 1940, while the country's total population rose only 12 per cent.

Seeks To Break Hormone Patents

CHEMICAL Specialties, Inc., New York has brought action in the Federal District Court in Newark, N. J. seeking to have declared invalid the hormone patents held by Ciba Pharmaceutical Products covering testosterone proprionate. The charges are not only that these patents are invalid because of lack of invention, but also that they are unenforceable because they were misused as part of a conspiracy in violation of the anti-trust laws. The patents were issued in 1938 and 1943. In 1941 the New Jersey Federal District Court issued a permanent injunction on the complaint by the Department of Justice that the Ciba Co. was party to an international cartel in hormones and hormone products, under which prices were fixed, markets allocated and patent licenses restricted to members of the "cartel." The Chemical Specialties Co. charges that the anti-trust violations are continuing and that the patents are being used in the conspiracy to fix prices and restrain competition. The suit also charges that the patents covering testosterone proprionate are invalid because the Ciba chemists who applied for the patents were not the original inventors, and that no invention was involved, since the product was made by the application of old principles to a known basic substance.

Patents involved in the action are Nos. 2,109,400 and 2,308,833. The first patent was issued to the Society of Chemical Industry in Basle, Switzerland, on application of Wiescher, Wettstein and Scholz. The second patent was granted to Ciba on application Ruzicka and Wettstein.

Tough Sledding for Ten-Cent Sizes

THE increased freight, labor, packaging costs, and in some instances the higher raw material costs, are causing ten cent sizes to be priced out of the market in many instances. Some manufacturers have decided to abandon these sizes as the costs are above the selling prices. These small sizes have always had a certain advertising or sampling value, but when costs rise, the question must be answered: how much can the manufacturers in question afford to spend for this advertising or sampling? Perhaps the ten cent sizes will cease to exist, just as the five and dime stores themselves have ceased to exist. However these stores, which were forced to abandon price limitations themselves, are most reluctant to allow manufacturers to give up price limitations.

Teeter Retires to Hobbies

VICE-PRESIDENT Albert A. Teeter has retired from Chas. Pfizer & Co. to give full time to his many hobbies. In addition to his radios, cameras, birds—four or five hundred canaries, parakeets, finches, cardinals, Java rice birds, siskins and doves, in addition to his wonderful pheasants, Bert has now gone in for television in the Teeter manner. Giving his Philco to his son, Bert now has two much finer sets. He will give you full information on television, stressing the importance of the aerial. Bert has a fifty-six foot-high tubular steel job which carries a separate aerial for each channel, and also a revolving aerial operated by an electric motor.

Ewing and Sickness Insurance

FROM what we can gather, Federal Security Administrator Oscar Ewing appears to be the person in this country most able to prevent enactment of compulsory sickness insurance legislation. If he will only continue to allow himself to be interviewed, such as he did in the radio program, Meet the Press, the public will rapidly become aware of his ignorance of the basic facts involved, and of the fallacy of some of his arguments.

When asked if he knew any country that has more doctors in proportion to the United States, he said "I don't. I just don't know the answer one way or the other—whether there are or aren't. I can't tell you." When asked what the cost would be in terms of the payroll tax, he said "I can't answer you that." When asked what would be done if we had a depression a year after the program was put in effect, he said "Well we'd have to—I don't know how we'd meet that. We might have to use general tax funds to meet a situation of that kind."

On this program, Ewing was quoted as saying, "Which is more important? The personal, selfish business and professional values of some 180,000 practicing physicians in this country or the health and well-being of some 68,000,000 of our population?" When this was read to him Mr. Ewing said, "I didn't mean that. So much of the public discussion on this thing is talking about the interest of the doctors and what's going to happen to the doctors, but, my goodness, what's going on! It's what's happening to seventy odd million people all the time." George Sokolsky, syndicated columnist, says that is exactly what Hitler argued; What are a mere 600,000 Jews compared with the whole German people? That is how Stalin argued when he murdered the farmers of Russia whom he called the Kulaks. That was the argument of Tito when he jailed Archbishop Stepinatz.

Mr. Ewing makes it appear attractive by telling that people who are not sick pay for those who are unfortunate to get sick. However, Dorothy Thompson, another syndicated columnist who has lived under medical systems of this kind in other countries, says:

"The great joker in all these schemes is that they are put forward as 'free,' meaning something for nothing. Let their proponents tell the truth. What is advocated is compulsory insurance. Every worker in this country will have the cost subtracted from his pay envelope, and added (by his employers) to the price of everything he buys. He will be paying for unused aspirins when he needs oranges. He will be supporting innumerable filing clerks—a horrendous paper staff for 150,000,000 people. When and if he gets ill, he will find himself as one of 50 patients (half of them hypochondriacs bent on getting service for their money) whom a physician must examine in an hour."

Alcohol for Motor Fuel?

WE READ with interest of the report of Dr. C. E. Hilbert, chief of the Department of Agriculture's Bureau of Agriculture and Industrial Chemistry, in which he told a petroleum conference of the National Council of Farmer Cooperatives that if all automobiles used low-grade gasoline plus alcohol, the country's fuel reserves could be extended at least ten per cent. Pointing out that 8 per cent of the country's lead production goes in Ethyl gasoline, he said that use of alcohol might help to alleviate the lead shortage. The new high-compression engines require high-octane gasoline, and the problem of the supply of this fuel might be overcome through the injection of alcohol. The bureau has applied for a patent on an alcohol injection device.

We did not read how much alcohol such a program is expected to consume, but we imagine it would be quite sizable. The problem of producing some 500,000,000 gallons of alcohol during the war was a real one and costs had to be completely disregarded to obtain the alcohol necessary for the synthetic rubber program and for other war uses. Alcohol prices have dropped sharply during the past two months due to increased synthetic production from petroleum and due to a surplus of molasses brought about largely by the reduction of the market for alcohol caused by the high prices. But even at today's prices—which are sharply lower than those of two months ago—alcohol is still too high in price to be used for anti-freeze since methanol sells sharply lower.

What we are driving at is where is the alcohol necessary for such a program coming from, and at what price level can it be obtained? Dr. Hilbert speaks of such a use soaking up grain and other farm surpluses, but grain is still too high in price for production of alcohol for any ordinary use. Certainly if any great amount is needed, the cost of molasses and other natural raw materials will rapidly climb in price. Perhaps the necessary alcohol will have to be obtained from petroleum, something which the program is supposed to save. It seems like a complicated program which we cannot seem to fit into the domestic economic picture as it exists today.

Disregards the Hooper Rating

CHARLES L. Huisking, president of Conti Products, says that the Hooper rating of his radio show, "Yours For a Song," doesn't particularly interest him. According to Ben Gross, of the New York Daily News, Mr. Huisking said, "I don't expect anything higher than a 4 rating, and this, despite the fact that I'm shelling out $10,000 a week for the program." The program combines operatic and popular music presented by star singers and a fine orchestra. "I like it and I believe the public shares my taste," Mr. Huisking explains, "I'm interested, you see, in a select audience. The ratings actually make little difference, because people who love a high type of program have a deep sense of appreciation. They'll support your product. I would rather have 75 per cent of whatever audience our show attracts buy my product, than have a far greater number of listeners, out of whom only 5 per cent spend money with us."

Essential Oil Standards

THE Scientific Section of the Essential Oil Association was fifteen years old at the time of its December meeting. Headed by Dr. Eric Kunz, of Givaudan-Delawanna during all these years, the section adopted seventeen standards during the first fifteen years, while in the coming year, twenty specifications will be added to the list. "Diligent and intelligent mutual exchange of information by collaborating chemists represented in many long sessions, have cleared up all difficulties," said Dr. Kunz, "and these discussions have finally resulted in the adoption of standards for each individual essential oil satisfactory to all concerned."

The section took over the various efforts made on the part of individual essential oil houses to have incorporated in the U. S. P. and N. F. specifications on volatile oils and oderiferous chemicals which were correct and truly representative. "Since all our findings were based on facts and exact scientific experimentation," said Dr. Kunz, "it was almost a matter of necessity that our opinion of the specifications of the volatile oils in the U. S. P. and in the N. F. were uniformly adopted. I hope that this free collaboration will continue in the future in the same spirit and with the same efficiency as in the past, for the benefit of the essential oil industry, the synthetic organic odorifierous chemical industry, all our customers, the pharmaceutical industries, and their representatives on standards, the committee on revision of the U. S. Pharmacopoeia, and the committee on revision of the National Formulary."

Perfume Promotion Problems

THE Committee on the Use and Marketing of Perfume Products has issued a preliminary report and recommendations to members of the industry after a three-month study conducted in conjunction with the Psychological Corporation. The study consisted of a comprehensive survey of the use habits and prejudices of both men and women with respect to scented products and a study of market conditions for these products covering the last ten years.

Acceptance of perfumed products was found to be extremely widespread, with 88.5 per cent of the women possessing one or more of perfume, toilet water, and cologne. This compares most favorably with articles of prime necessity where possession by 90 per cent of the population is rather unusual. This acceptance extends throughout all age groups and even all income groups. The differences in use and ownership between those in the highest and lowest income brackets was so small as to be startling. The Committee concluded that all segments of the population consider scented products desirable and useful. No latent prejudice against the use of perfumes seems to exist. Constant use of perfume was approved by 92 per cent of both sexes. More men than women believed that perfume should be worn in business offices.

Other interesting facts are: While 18 per cent of the women disliked the particular perfumes they received as gifts, over 20 per cent of the women disliked the perfumes which they purchased for themselves. The Committee considers that this reflects seriously upon certain of the methods used to sell perfumes by the industry. Of the colognes and toilet waters owned by women, 71 per cent came as gifts. Perfumes are largely given by men; colognes and toilet waters by women. This extremely high percentage of cologne and toilet water gifts must lead to the conclusion that these products have been incorrectly sold and promoted. Had the utility factors of the products been properly stressed, and had the "fragrance routine" been properly instilled in the minds of the public, it seems unlikely that women would use so little of them that they could continue on a gift percentage of 71 per cent.

There is a general misconception among consumers as to the lasting qualities of perfumes, colognes, and toilet waters. In general, women believe that the fragrance lasts much longer than is actually the case. The Committee believes that an effort should be made to educate women to re-apply perfumes just as they have been taught to apply powder and make-up. The promotion of purse containers and other carrying devices seems advisable. Almost no women carry perfume with them at all times.

Menadione Patents to Squibb

E. R. SQUIBB & Sons have been granted U. S. Patents 2,445,397 and 2,455,398 covering certain menadione, or vitamin K, preparations. The patents granted in December after patent office proceedings lasting nearly ten years, result from the work of Dr. S. Ansbacher, formerly of the Squibb Institute for Medical Research, and the late Dr. Erhard Fernholz, also of the Institute. Numerous preparations on the market will be affected by the granting of these patents. When the value of vitamin K was established, research was undertaken to determine the chemical nature of the substance. Drs. Ansbacher and Fernholz discovered that a far simpler compound, menadione, had activity of the same order as vitamin K. Later findings proved that menadione considerably exceeds vitamins K_1 and K_2 in potency. Squibb, who are granting non-exclusive licenses under the patents, market the product under the name, Thyloquinone.

Lady Esther Name Protected by FTC

THE use of the name "Lady Esther" for tableware given as premiums in connection with a sales promotion plan, has been prohibited by the Federal Trade Commission this use of the name has created "much confusion and misunderstanding as to the origin, value and quality of his products," as the result of the wide and favorable reputation enjoyed by the Lady Esther Company, manufacturers of cosmetics. The Commission states that the words Lady Esther have been used continuously since 1915 by the Lady Esther Company, Ltd., and its predecessor as a trademark for cosmetics and related products. This company spent 18 million advertising its products between 1922 and 1944, after registering the mark in 1921 in the U. S. Patent Office. The mark for tableware was registered in 1938. It was used by Ben Braude, trading as Sales Stimulators, 327 West Madison St., Chicago. Of course, the Lady Esther Company is also located in Chicago.

Synthetic Penicillin Process

ACCORDING to the French publication, "France Soir," French scientists have developed a synthetic penicillin production method which looks like assuring production of penicillin on an industrial scale which would render the cost of the product insignificant. Merck & Co. is reported to have the American rights to this process.

Toni Accepted By A.M.A.

THE American Medical Association through its Joint Committee on Cosmetics has officially accepted the Toni Home Permanent Wave Kit, and advertising for the preparation is currently appearing in the Journal of the A.M.A. Thus the American Medical Association extends its influence over cosmetic preparations because certain manufacturers feel that action of this kind insures them greater success in the marketing of their products. Toni claims to have sold over 50 million waves, more than 2.5 million women getting Toni waves each month.

Smith, Kline & French Acquire Dibenamine

SMITH, Kline & French Laboratories has acquired from Givaudan-Delawanna, Inc., a series of sympatholytic compounds. The most noted of these compounds is N, N-dibenzyl-beta-chloroethylamine, known under the trade-mark, Dibenamine, which has also been assigned to SKF. A sympatho-adrenal blocking agent with unusual potency and specificity, Dibenamine created considerable scientific interest when first reported in 1946. Although a number of drugs have been developed and used clinically as apinephrine blockers, none of them has a purely adrenergic-blocking effect. Most of them are rather feeble in action, many are quite toxic, and some are rather fleeting in effect. In contrast to such agents as the ergot alkaloids, yohimbine, and imidazoline derivatives, Dibenamine shows characteristics approaching those of the ideal adrenolytic agent: 1. Complete blockade; 2. High degree of selectivity; 3. Wide margin of safety; 4. long duration of action. It not only blocks but reverses pressor responses to epinephrine; it blocks sympathetic nerve impulses and reverses certain of these. Its action is prolonged, a single dose lasting 3-4 days. Dibenamine exhibits a wider margin of safety than most drugs of this kind. Dibenamine prevents the ventricular fibrillation induced by epinephrine-cyclopropane anesthesia. It is useful in psychotherapy, where it relieves excessive anxiety, fear, panic, resentment and anger. In severe glaucoma, Dibenamine, unlike other drugs used for this eye disease, appears effective when given by injection.

Business Census To Be Taken

THE first nationwide Census of Business since 1940 will be taken early this year, and the retail drug trade is to be included. The government is employing about 4,500 enumerators to handle the details of the business of approximately 2,800,000 wholesale, retail, and service trade establishments. Figures are to be obtained from the drug retailers for the following classifications: 1. Prescriptions only. 2. Drugs and medicines (excluding prescriptions and farm animal remedies) toiletries, cosmetics, and sundries. 3. Fountain and meals. 4. Tobacco department, news-stand, confectionery, candies, and nuts. 5. Farm animal remedies. 6. Other sales.

Lobbying Registration

IN AN explanation of the responsibility members of this industry under the Federal lobbying registration provisions, James F. Hoge told the National Drug Trade Conference that those who attempt to influence legislation as a purely private matter are not required to register. However, those who are paid for activities which include the influencing of legislation, or whose expenses are paid for such activities, must register. Associations who pay the salaries or expenses of those who engage in lobbying at one time or another must also register. People engaged in lobbying are required to register at three-month intervals, only when they have been actually engaged in these activities during the three-month period for which they are registering. In other words, if a person was engaged in lobbying during a particular three-month period, he must register; but if he was not engaged in lobbying during the following three months, it is not necessary for him to register for this period. The Justice Department contends that the law applies to every organization—business, charitable or religious—which spends money to influence to which it is or would be subject. Since the Under this ruling—which is being adjudicated—organizations such as the New York Stock Exchange, Prudential Insurance Company, the Y. W. C. A., the Catholic Church, and the Friends Committee on Legislation have conformed.

A Six-Year Pharmacy Course?

HIGHLIGHTED at the National Drug Trade Conference last month was the Pharmaceutical Survey which was financed by the American Foundation for Pharmaceutical Education. Dr. Ernest Little pointed out that of the twenty-two recommendations of the survey, only one was controversial—the one concerned with eventually increasing the pharmacy course to six years, of which the first two years would be spent in pursuing a regular collegiate arts course. Dr. Little expressed the view that the number of hours carried and the number of days in the semester could first be increased before a move to a six year course was considered essential. Dr. Evert Kendig, of Temple University, favors the six year term all the way, explaining that the pharmacist in the drug store occupies a unique social status in his community, and must be as broadly educated as possible. Dr. Hugo Schaeffer, of Brooklyn College of Pharmacy, does not feel that additional college training is necessary to fit the pharmacist for his position. Fred J. Griffith, of the National Association of Chain Drug Stores, does not think that the cost of more education can be reconciled with the financial returns anticipated in the practice of the profession.

Aside from other benefits which may accrue from the Pharmaceutical Survey, Dr. E. C. Elliott, Survey Director, said that its field cost of $162,000 would bring more than $500,000 to the schools of pharmacy.

Amino Acid Price Cut 10 Per Cent

METHIONINE, one of the amino acids produced synthetically, is working lower in price as its use expands and production economies are realized. The two leading producers have announced price cuts of 10 per cent to bring prices to the lowest levels yet attained. Reasons for the lower prices include increased indications for amino acid therapy; indications for the animal feed industry where amino acids show promise in supplementing vegetable proteins; some reduction in raw material costs; mass production is resulting in lower production costs.

WORLD HEALTH ORGANIZATION and The Pharmaceutical Manufacturers

THE important position of the pharmaceutical industry of this country upon world health, and therefore on world economic conditions, was clearly pointed out by Dr. Frank A. Calderone, director of liaison services and the New York office of the World Health Organization, in an address before the A. P. M. A., Dr. Claderone spoke of the pharmaceutical manufacturers of this country thinking of "export" for the distribution of their products after the saturation point is reached in this country, as a 300 million population group—Britain, Canada, and some of the European countries. "But there are other people in the world," he said, "There are well over a billion and a half people who are not buyers of pills to cure headaches, or vitamins, or drugs to relieve hayfever, or other items which are standard medicine cabinet equipment in the American home. Theirs is a problem of *existence*, of survival. And the most essential basic need they have in their battle to survive is *food*—not vitamins as such, not even good nourishing food, but just something to eat, something to permit them to survive today and be alive tomorrow. How does this concern the pharmaceutical industry of this great, well-fed country?" Dr. Calderone continued:

Most people have heard of the rich fertile lands that lie uncultivated in Africa, where the tsetse fly keeps both man and animal at bay. They have heard of the rich tropical lands of the Amazon valley, where men hesitate to venture for fear of the yellow-fever mosquito. Paradoxically, also, in the vast tracts of some of the earth's richest agricultural areas under cultivation, people suffer from lack of food. These are lands with debilitated and sick populations, where people are too ill to work their fields or can work them for only a few hours a day. In these disease-ridden areas where man needs food so desperately—in the very areas that could and should contribute food to less fertile parts of the world—we find preventable diseases taking a tremendous toll every day, not only of life itself but of man-hours that should be devoted to food production.

These are the lands where malaria, kala-azar, typhus, sleeping sickness, and other insect-borne diseases are indigenous. These are the lands where water-borne and food-borne diseases flourish because of lack of sanitation, where populations suffer death and debilitation resulting from intestinal infestations, where schistosomiasis, cholera, the typhoids, and other enteric diseases flourish. These are the lands whose populations are exposed to contact infections such as tuberculosis, syphilis, and yaws.

There is, in these lands, a cycle by which a disease-ridden population is unable to produce its own quota of food, and in turn becomes more debilitated and disease-ridden from lack of proper nourishment. To break this vicious cycle is the challenge of public health, and all its allies. American industry can supply the DDT and other chemicals to fight disease-carrying insects and the rat poisons to kill off disease-carrying rodents; you can supply the sulfonamides and the vaccines and the other drugs to stamp out epidemics; and you can supply the antibiotics to fight off diseases.

It has taken Western civilization hundreds of years to develop its medical sciences to the point where, with these pharmaceutical adjuncts, it has been possible to ward off death from striking in the 20, 30, and 40-year age groups, to postpone death for the average man in a Western country to the age of 60 or 70. That science has increased the life-span of man by so many years and lightened the burden of his physical sufferings by so great a degree during his early life and maturity is perhaps the greatest contribution it has made.

But while science has accomplished this near-miracle for the comparatively small bulk of the world's great population which has been fortunate enough to live in a Western culture, it has not extended the fruits of its labors and research to the vast and teeming millions who struggle for their very existence in lands and continents where nature continues hostile and the light of progress is but a feeble glimmer. It is in these lands, and on these populations, that we must concentrate our efforts in the future, for we cannot afford and do not want to continue to ignore the needs of the great majority of the earth's inhabitants. In the long run, we will find that we cannot have health or prosperity confined to one small part of the world. Health and disease cannot live side by side as neighbors, nor will disease permit itself to be confined to a limited area.

The whole field of geriatrics stretches before us as an

unexplored continent. We must all realize that during the last fifty years, in Western countries (particularly the United States) morbidity and mortality rates have changed considerably, especially in the two "extreme" age groups, under 20 and over 45. Within the last fifty years the population composition has shifted to the extent that we now have a reduction of 100,000 people per million population in the age group under 20; and 100,000 more people per million population in the age group 45 and over—in the United States alone. Actually, our so-called "old age" population has almost doubled within this period of time, and this trend of population shift within age groups can be attributed directly to the falling birth rate and to the falling death rate in the older age group. It is only natural that with this marked increase in our old-age population, the rate of death from degenerative diseases, cancer, and heart disease, has jumped.

The manner of presenting morbidity and mortality statistics used by both public and voluntary agencies leaves much to be questioned. Absurdly enough, the statistics as presented—such as the slogan utilized in a wide publicity campaign that one person dies every three minutes from a certain disease—would seem to indicate that the general level of health in the United States is lower than in Malaya or China or Africa. And that just is not true!

An addition of six years to the life-expectancy of the average person, such as we have experienced here within the last ten years, should not be presented to the public in such a manner as to suggest a seeming failure of the doctors and the allies of the medical profession! By the application of fundamental public health procedures, we have succeeded in shifting the statistics from one age group to another, from one group of diseases (the preventable and infectious diseases) to another (the degenerative and organic diseases). This is the natural end-result of applied public health procedures over a span of time, and it is the result we may expect in under-developed areas after we have introduced modern methods of sanitation and medicine among their populations.

In order that all of our "bookkeeping" may be in order, a new formula for vital statistics which will give a truer picture should be devised, one that would interpret the longer cardiac death-line as indicative of a *healthy* population and not a dying population. If we still must use crude rates, why not consider crude rates under 20, between 20 and 45, and 45 and over? It is only by this method of measurement of death rates that we can begin to appraise the real health needs of the world.

This—the standardization of public health statistics of morbidity and mortality—is one of the major interests of the World Health Organization. Another major activity of interest to you of the pharmaceutical industry is our effort to achieve standardization of biologicals and drugs and to evolve an international pharmacopoeia. The Constitution of the World Health Organization authorizes the Health Assembly to adopt regulations concerning not only sanitary and quarantine requirements and other procedures designed to prevent the international spread of disease but also to adopt standards with respect to the safety, purity, and potency of biologicals, pharmaceuticals, and similar products moving in international commerce. Furthermore, it authorizes the Health Assembly to adopt regulations concerning advertising and labelling of biologicals, pharmaceuticals, and similar products moving in international commerce. This is all in conformity with the objectives of the Organization which I have already mentioned, to develop, establish, and promote international standards with respect to food, biologicals, pharmaceuticals, and similar products.

American drug standards are the highest in the world and they have been established only after years of clinical trial and hard-won approval from the medical profession—which is as it should be—so there should be no concern whatsoever on the part of American pharmaceutical producers. In all probability, with your technical and scientific know-how, hour standards will probably become the international standards for the whole world.

The next problem is the international pharmacopoeia, and this is not actually a problem at all. Is it going to supplant national pharmacopoeias published by individual countries? I must read you an opinion by one of the members of the WHO Expert Committee on the Pharmacopoeia (which includes not only your own Dr. Fullerton Cook but such experts as Dr. C. H. Hampshire of the United Kingdom, Professor R. Hazard of France, and Dr. D. van Os of the Netherlands), and I believe that this statement will allay any fears which any of you may have in regard to the scope and applicability of an international pharmacopoeia—

The national pharmacopoeias will not be replaced by an international pharmacopoeia in the respective countries that today have their own pharmacopoeias. Indeed, it would not be suitable to replace a national pharmacopoeia and any Government which adopted an international pharmacopoeia would not be doing its full duty to its country. A national pharmacopoeia needs to be more comprehensive and must be adapted to the special needs of a country. The most that can be done at this time is to provide an agreed basis on which each national pharmacopoeia can be prepared by means of an international model.

Thus—and this is only one example—through the coordination of the best available knowledge in the field of health, and making this knowledge available to the Governments of the various countries, WHO seeks to raise the health standards of the world. It looks to you for continued improvement in the chemotherapeutic agents for the control of man's diseases so that the life-span can be definitely lengthened in all parts of the world. But you as an industry must not stop there. The economic health and the peace and security of the world depend on a healthy, productive population—at all ages. The field of geriatrics opens

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How Much for

DEALING with a consumer market geared to an annual disposable income of at least $193 billions that may expand to $200 billions as 1949 progresses compared with an income of $173 billions in 1947 and approximately $187 billions in 1948, free and clear of taxes, the American cosmetic industry should see a real sales advance after the indifferent two preceding years. But will it?

Practically all will depend upon the ability of the industry to make use of its opportunities, because it is not the consumer who is at fault. Certainly the high cost of living has not kept him from spending freely all through 1948. Allowing even that his food expenditures should continue to absorb as high as 24 per cent of his available spending cash, this will still leave him $147 billions to do with as he likes, the highest "Bank-roll" that he has ever enjoyed after taking care of his food bill.

Yet there is evidence that not all is as well with the cosmetic markets as it might be. No one seems to tell why. Probably there are many answers to a problem of many facets. Are cosmetic manufacturers backing the wrong horse? Are they advertising for a consumer who is fading from the market? Is the weight of their sales efforts placed behind weakening retail outlets? Are price policies, quantities, packaging methods answering the expectations of their customers? Have they neglected large segments of the buying population, not paid enough attention to existing or newly developing trends? Are they refusing to lead where leadership is clearly indicated?

Actually there may be less cause for worry than appears on the surface. Figures for 1948 certainly do not indicate an improvement over 1947, but the persistent downward trend of the sales curve has come to its end. The line is flattening out upon, as a whole, a fairly satisfactory level, although at a lower level than manufacturers may have hoped for. Moreover, more recently, there have been marked local variations. Some cities and whole regions are clearly doing better than others. In some, the trend has been distinctly upward, and these, at least, may run ahead of their 1947 figures as the year is averaged at its end.

As a matter of fact, the experiences of the cosmetic industry are duplicated in many other directions and in other industrial branches. When a sales-curve has been rising as persistently over the years, as it has been practically everywhere in these United States during the past decade, a point must inevitably be reached where resistance is met and where new forces must be added before it can renew its upward course. Such is the case today in cosmetics, men's clothing, jewelry, and several other fields. Everywhere, where this has occurred, there is also a growing promise that 1949 may correct this counter pressure, as new sales opportunities are developed and new customer groups tapped that either did not exist before or were neglected, because not appearing promising for the time being.

But whatever may be the reasons, primary or supplementary, that have led to the instability of the cosmetic business during the last two years, there is no denying that only good detail work, directed to remove each obstacle separately, will return cosmetics to their former position in the consumer's budget during the coming year.

Only the high-lights can be touched in a general survey of the conditions that toilet goods manufacturers will be required to meet in 1949. Naturally there must be wide variety in the planning of individual producers depending upon the character of their products, their clientele and range of distribution. No attempt is made in the following to allot precedence to any subject as it is considered.

What has become during those last two and a half years of the protective appeal of many cosmetics that played such an important role during most of the war and sold millions of dollars worth of preparations to war workers, women in the forefront? Fitted to the needs of the home workers most of these articles have continued to sell in lesser quantities, on the theory that the women workers of the war would turn themselves into home bodies at its end. Actually there are more women engaged today in industrial employment than ever before. Employment experts believe that more of them are in the above 45 years-age class as before. While their employments may not expose them to the beauty hazards of the conventional war worker, they make up in numbers what they may miss in quality. To a limited degree, they continue to buy, although not always at the places where they did their cosmetic shopping during the war.

Neglecting these women workers is costing the cosmetic industry heavily in sales, as is clearly demonstrated by the drop in cosmetic volume during 1947 and after. With 18 million women in industrial and similar employments, away from the home, there is every possible reason for a strengthening of the protective message and a return of at least the better selling war babies to the cosmetic counters in 1949.

Badly neglected, too, in recent years—because of the insistence of store buyers upon quick turnover items—has been that large group of products, frequently lumped together under the term "space" cosmetics,—room odorizers and deodorizers, closet perfumers, danglers, sachets, pot pourris and others that made such a hit with women only a few years ago; possibly also as an outcome of war conditions. They have lost ground

badly since then. Their reintroduction on a broad scale is now looked for by many cosmetic retail merchandisers, largely because of the contribution they can make to sales as second choices for the customer who has completed her first selection. The fact that some of these articles have found their way into gift stores, specialty stores and even to grocery counters (deodorizers leading) is a handicap against their sale, as viewed by some toilet goods counters. However it may not prove to be a serious obstacle in returning them to greater favor at a time when department stores are letting down the fences around their departments, in an attempt to broaden the sales appeal of the entire store rather than boosting individual departments.

In the absence of detailed statistics it is not possible to discover to what extent the retail volume of the cosmetic industry has been hurt, more recently, by the tendency of department stores to cut heavily the variety of their displays and to curtail reserve stocks to a lower than customary level. However, the fact that department store sales of cosmetics rose only 3 per cent in 1946 when total cosmetic sales rose better than 5 per cent, and that department store sales dropped as much as 7 per cent in 1947 against an all over-decline of only 4.5 per cent, does not leave much doubt that department store cosmetic counters are losing ground. While they may have improved their position during 1948 it does not appear that they have rewon their old place.

Cosmetics in 1949?

It is difficult to evaluate the effect of this weakening of the department stores as a retail outlet upon the cosmetic industry and upon the future of the cosmetic market. It is only too obvious, though, that a large number of cosmetic manufacturers, which have largely relied upon department store counters, have suffered severely, unless they have been able to readjust their sales policies to the changing market structure. No doubt 1949 will see an increasing struggle for the possession of new markets and a change in the thinking of sales executives.

The short and long of it is, as can be judged from the latter half of 1948, that there have been considerable shifts in the direction of the cosmetic market which have not found real recognition in the sales policies of the industry. If the department stores have proven unsatisfactory, there are no outward signs that new leads have been picked up, and made an integral part of cosmetic merchandising. Yet the cross-road communities, where new customers are rapidly multiplying, are waiting to be taken care of.

This state of affairs points to the undeniable fact that cosmetic selling needs a new plan of action based upon a better understanding of the economics of the target. It should have been a comparatively simple matter to build volume upon the cosmetic wants of a consumer thoroughly conversant with the cosmetic message. But, do the same principles sold the sophisticated consumer of yesterday fit the less cosmetic-minded prospect of tomorrow?

Even without quoting lengthy statistics it stands to reason that the consumer, just graduating into the income groups which can afford to buy cosmetics of the better type, must learn her way around brand names, methods of use, and standards of quality. This is not just a matter of advertising. It involves the correct selection of local outlets, presentation of sizes that permit experimentation, price-policies fitting the income of these new customers.

In other words, as the American cosmetic industry had to make itself over to meet the competition of the imported cosmetic products during the years after the first world war, so it will need a restudy of what makes the American cosmetic market tick today; before new growth can become the natural outcropping of growing demand. There will be one difference, though, in 1949. While in 1918 and later, the principal difficulty facing the American cosmetic manufacturer was a demonstration of his ability to meet in cost and quality the best that the import market could supply, he has learned today to stand on his own feet. His difficulty is not one of overcoming sales resistance on a broad front, but of directing sales energy at spots where new openings have become apparent in the meantime.

Three groups of customers will deserve special notice during the coming year. Two of these, the nursery citizen and the teen ager, are taken over from the past. The third, the women and men above the latter years of middle age, are comparatively new, and, as do the diseases of old age for the medical profession, they constitute a more or less untilled area for the experts of the cosmetic laboratory.

As to the first two groups there has been increasing specialization in their representative retail outlets. The number of retail stores catering to the very young, and to their mothers and doting relatives, is growing by leaps and bounds. Even small communities have today at least one such store or, more frequently, several. Dealing largely in nursery fashions they offer a wide open market for the better nursery cosmetics, gift cosmetics, and similar articles. Before long they will take their place alongside the drug stores and nursery

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A SALVE FOR EVERY SORE

By ELMER H. BOBST President, Wm. R. Warner & Co., Inc.

THE further a man journeys along the pathway of life the more frequently he stops to look backward and ponder over the distances he has covered. And so, reminiscently, I turn to my early days as a tyro pharmacist near the beginning of this century. In those days, a pharmacist was really a pharmacist. He not only compounded prescriptions but actually produced most of their ingredients. Every pharmacist prepared his own tinctures, elixirs, and syrups and every drug clerk developed an intimate knowledge of the fine art of grinding drugs, preparing macerations and percolations, and the making of ointments and emulsions.

The lot of both the drug clerk and the pharmacist owner was a hard one indeed. The days were long, the work exhausting, and the financial returns, as a rule, were poor. The pharmacist had to be a skilled and well qualified man, for the physicians of those days wrote prescriptions—many of them crude—comprised of a half dozen or more ingredients, which had to be filled *secundum artem*. At the turn of the century, the practice of medicine, far from a science, was almost entirely empirical. It was, at best, an art.

If my memory serves me correctly, only two of the drugs employed then were specifics: quinine, the cure for malaria, and mercury, a supposed cure for syphilis. Typhoid fever was rampant; diphtheria was a yearly scourge, and small pox a common affliction. Veneral diseases were prevalent but of so little concern that the pharmacist was often called upon to act as the genitourinary specialist of that day.

Diseases such as diabetes and pernicious anemia, were completely baffling. In treating infections—in fact, most all of the diseases—physicians had to be content to cope mainly with symptoms. Little was known about the deficiency diseases and practically nothing was done about them. The diabetic was doomed and a middle-aged person who developed pneumonia had about a fifty-fifty chance of surviving. Women dreaded, and rightly, the onset of their climateric years. A goodly percentage of children were bowlegged due to vitamin D deficiency and tuberculosis was the No. 1 killer.

Pharmaceutical manufacturers in those days were chiefly engaged in plying the art of pharmacy on a mechanized plane to relieve the pharmacist of some of his onerous jobs such as the preparation of tablets, pills and fluid extracts. In addition, the pharmaceutical manufacturer produced a line of specialties which as a rule were shotgun formulas with fancy names, designed to alleviate, or purporting to cure one or another disorder. Such specialties were legion and they were recommended for practically every type of ailment. I might say they were *strongly* recommended, for Dr. Wiley with his Pure Food and Drug Department had not yet come on the scene, so in making claims the sky was the limit. In Germany, a few research laboratories of some chemical or pharmaceutical concerns were scientifically developing a few synthetic compounds of genuine medical value for which valid therapeutic claims could be made. No such compounds had been developed in the laboratories of American industries. In fact, aside from a little activity in the biological field, pharmaceutical research in America was practically non-existent.

With the exception of rather clumsy quantitative measures, there was little or no attempt to standardize drugs. Accordingly, a dose of Tr. Digitalis, for instance, was a dose in name only, and not in fact. Scant attention was paid to the stability of any medical preparation and many of the drugs dispensed in a pharmacy had been on the shelves for so many years that they had little or no potency. Then things began to happen!

Pathologists were learning more and more about the various diseases. Physicians and chemists, imbued with true scientific zeal, bent more and more over microscopes and Bunsen burners seeking real remedies for disease. The names of synthetic compounds which had a direct action upon the cause of various ailments began to appear in prescriptions, instead of the fancy names of gunshot formulas. Pharmacists were now filling with

increasing frequency prescriptions that required no compounding. A new era in medicine was coming into being. The healing art which traced its development back through many, many centuries, and which was based mainly on superstition and empiricism, began to grow in the searching light of true science. World War I was a great impetus to important advances in the scientific production of medicine in the United States.

Pharmaceutical manufacturers began to become more and more important in providing the physician with effective weapons for this therapeutic armamentarium and, on the other hand, the pharmacist found less and less opportunity to make practical use of his pharmaceutical education. Despite all attempts by pharmacy colleges to coax physicians back to former habits of prescribing U.S.P. and National Formulary remedies the physicians' interest in, and use of, scientific specialties continually increased. The prescription department of the retail pharmacy changed radically in character with the years and the importance of the pharmaceutical manufacturers' specialties increased accordingly.

These changes represented real progress and nothing can stay the hand of progress. Times change and we must change with them. It is true of our social order, our politics, our mode of living, and it is even so with medicine. The great primordial fear of man is death, and disease is the precursor of death. An ancient once said, "There is salve for every sore" and modern scientific medicine is making the practical application of this proverb by searching for a specific remedy for every disease.

Science will have its way. The second World War gave another impetus to research and in the last few years many a disease has been made to yield to man-made scientific remedies. We are living in an era of medical miracles. Science is guiding the course and the hand of the physician and the pharmaceutical manufacturer now occupies a key position in the great advances in scientific medicine. The pharmaceutical manufacturer not only produces new and better remedies but he also educates the profession for their proper use. Profits realized on trade-mark and patented medical preparations are helping to supply the ever-increasing demand for research funds not only in commercial laboratories but in universities as well. The ethical pharmaceutical manufacturer has truly become the handmaiden of medicine and has earned and won the respect of the medical profession.

But what of our future? It must be realized that the very success of the great contributions to medicine in the past few years is responsible for the obsoletion of many remedies of yesterday. I venture to estimate, for instance, that about sixty-six cents of every dollar spent by the public today for drugs and medications goes toward the purchase of penicillin, streptomycin, and sulfonamides and the vitamins, whereas ten years ago, the entire dollar—not just a third of it—would have been spent on the various medical specialties, many of which are outmoded. And is it fully appreciated that the incidence of many diseases for which today's drugs are used will become less and less? Quick and definite cures, for instances, of communicable diseases will surely reduce materially their incidence. Not only is the character of medicine changing but so is the character of disease. People are not dying at as early an age as they did even a few years ago. As a result, medicine is entering into still another phase. Let us call it the preventive phase. Scientific medical research must and will center more and more on substances that will prevent ills and retard cellular deterioration. The study of nutrition and metabolism, though still in its infancy, is making great strides and so also is the fascinating study of the internal secretions. And, of great importance, public health measures are keeping pace with each new discovery in medicine.

But where does the pharmacist fit in this present day picture? Is he, with his expensive technical education and training, to continue to act mainly as a label remover, merchant and a restaurant keeper? When will pharmacy schools awaken to the urgent necessity of materially changing their out-dated, antiquated curricula? Why aren't pharmacy students trained in the various clinical laboratory procedures such as blood counts, sputum studies, urinalyses, bacteriological procedures, etc., so they can assume their proper professional role in the fight for life, and become invaluable aides to physicians in the scientific attack on disease. The more scientific the practice of medicine the greater the need for prompt and correct laboratory determinations. What a boon it would be to have at the physician's beck and call a skilled pharmacist who could promptly and reliably carry out any desired clinical laboratory procedure! How many lives could be saved!

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DRUG EXPORT PICTURE

OUR overseas sales of drug products should amount to $200,000,000 this year, according to T. W. Delahanty, Associate Chief, Chemical and Health Products Branch of the Office of International Trade. Speaking before the American Pharmaceutical Manufacturers' Association midyear meeting at the Waldorf-Astoria he pointed out that year after year over the past decade, exports of the industry have reached new peaks. Today our foreign sales are more than ten times what they were in 1938 and equivalent to one-half the output at that time.

With sales of this magnitude and despite the decline in total exports from the United States, Mr. Delahanty stated that if the industry continued to have overseas initiative and investment courage, even greater acceptance for our drug products is in the offing.

Indicative of the supply position, export control is now confined to cinchona, bismuth, and radioactive salts. Furthermore, dollar shortage which has curbed United States exports generally has been less restrictive on health products, though the situation is decidedly acute and foreign controls are becoming more evident.

Aspiring nationalism was cited by Mr. Delahanty as the most significant deterrent to expansion. Scarcely a country in the world but has sought to acquire our "know how" through license, investment or alliance in cooperative enterprise. He was profuse in praise of those dozens of drug manufacturers who have established subsidiary international corporations. These entities whose profits, in some instances, exceed those of the parent company are responsible for most of our exports and through overseas purchases and production have created greater availability of dollars. He deplored the fact that there are still too many companies engaged in foreign trade which are solely opportunists and contribute nothing to the health education, service and economic development of these markets.

(Derived from speech delivered December 8 at the mid-year convention of the American Pharmaceutical Manufacturers' Association in the Waldorf Astoria Hotel.)

Tracing the history of the drug industry since 1913, Mr. Delahanty referred to the first 15 years as the domestic growth period and in the subsequent 15 years to 1953 he visualizes a similar overseas progression, characterized by universal acceptance of our therapeutic standards and products. As a paramount step in this direction he advised that more attention be focused on overseas investment and production prospects in Western Europe under the Marshall Plan as the key to the manifold drug consuming potentialities of Eastern Europe, Africa and the Near and Far East. In support of this point of view he cited many abnormalities in our current sales abroad which, if not rectified, could mean that we were not as aggressive as we should be in our world-wide health products program.

By way of illustration he stated that though our total drug exports were never greater, doubling our 1947 sales of antibiotics to $70,000,000 offset declines of 20 to 25 per cent in other health products. Yet to a large degree reduced exports of medicinal chemicals, druggists' preparations and proprietary remedies could be ascribed to our overseas production which now seems to be equivalent to our $200,000,000 exports of drugs, according to Mr. Delahanty.

That we should not be too complacent over what has been accomplished was likewise pointed out, inasmuch as three-fifths of our foreign sales of drugs are to the 140,000,000 customers in the 21 countries on the American Continent, predominantly Latin Americans. Since less than $100,000,000 worth of drugs have been destined for the 2,000,000,000 inhabitants of the 80 other countries in the world, is it not conceivable that a billion-dollar market may be developed over the next decade? But according to Mr. Delahanty this will call for more visionary overseas educational service, product distribution, investment and manufacturing in strategic locations elsewhere by the United States drug industry, than has been manifest to date.

PROGRESS IN HAIR COLORING

By RALPH L. EVANS, Ph.D.*

Part I

FOR some reason the art of coloring hair has been set apart from the general art of cosmetic embellishment in that most manufacturers of hair colorings do not manufacture many other cosmetics, and, vice versa, those who are already manufacturers of a so-called line of cosmetics seldom seriously enter the business of manufacturing hair coloring.

Just as the business of hair coloring is set apart from the business of other cosmetics, so a sharp line seems to be drawn between the acceptance of the idea of and the practice of recoloring gray hair and the art of cosmetic make-up of the skin using rouge, powder, and other beauty aids. This differentiation, which undoubtedly arises from psychological factors, seems to the author to be closely related to ideas prevalent during the late Victorian era, which we as a population, both men and women, have not yet completely outgrown. There is a distinct prejudice in the minds of most people against the practice of coloring hair, particularly if the hair is gray and particularly if the recoloration of the gray hair will greatly improve the appearance of the wearer.

The old expression "I may be old but I have young ideas" is one means of expressing the disapproval and even ridicule that often is associated with the phrase "Oh, she dyes her hair!" Perhaps, it is the fault of the trade that there has long been a furtive approach to the use of hair coloring. Such assurances as "Your husband will not know," "Your best friends will not know," and Cannot be detected," seem to have fostered rather than dispelled the reservations that the average, conservative woman derives from the general atmosphere surrounding the dyeing of hair.

In this life there is an "Age of Adventure." Adventurousness is an attribute of youth. Gray hair seldom afflicts the young. The age at which the necessity for recoloring gray hair confronts us is beyond the age of adventure, but self-consciousness becomes a strong deterrent to a decision not to be resigned to this primary mark of advancing age. Except for sporadic outbursts of the stylized approach of the two well-known practices of coloring hair reddish and of bleaching it light, as with peroxide, the use of hair coloring has little or no appeal to the average girl, or boy either for that matter, between the ages of fifteen and twenty-five. By the time a woman of thirty-five begins to feel that she is becoming gray too rapidly to suit her, however, the decision to use or not to use a hair coloring has become a major decision and a step that demands considerable courage.

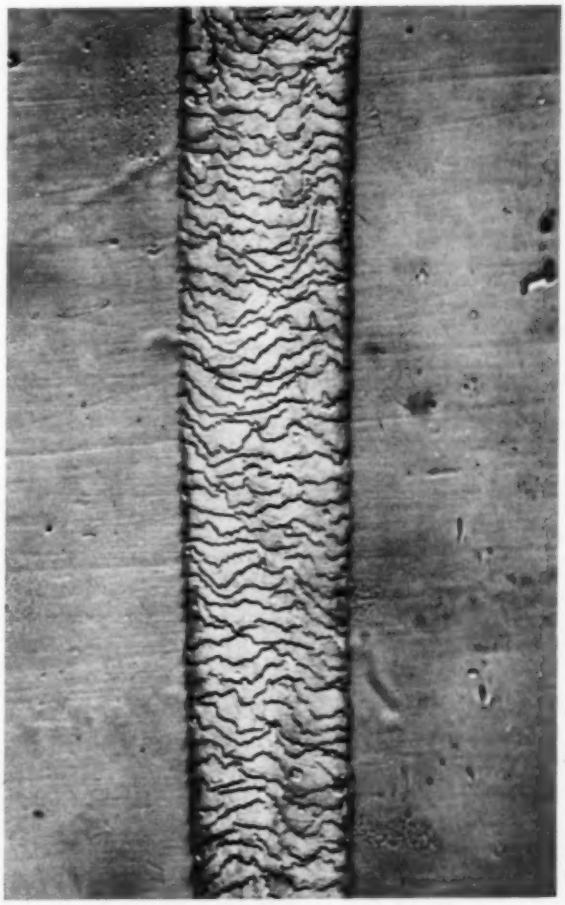


FIGURE 1
Collodion Imprint of Hair, showing Imbrications, Magnification, 360X

It may be said, therefore, that the major problem in hair coloring is not the coloring of hair at all but the psychological conquest of the prejudice against the dyeing of hair.

At the outset of this discussion, it must be pointed out that although there are at present two distinct fields of recoloring hair, one has been only partly developed and the other scarcely touched. One is the recoloration of gray hair to a shade approaching the natural shade of the wearer when younger; the other is the deliberate change in the color of hair. The expression, "She *dyes* her hair blonde" is in error. Bleaching is not dyeing but *de*colorizing.

A rational approach to the treatment of the color of

*President, Evans Research & Development Association.
Read before Scientific Section, Toilet Goods Association; Dec. 1948.

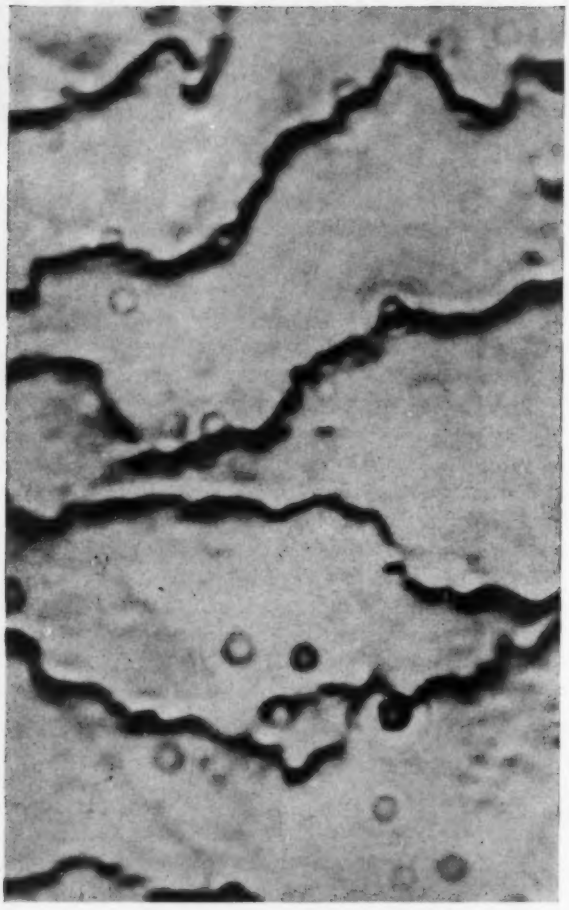


FIGURE 2
Detail of Figure 1, Magnification 3600X

hair, therefore, is much the same as the approach to the treatment of the color of the skin or nails. There is the field of hair make-up as well as the fields of skin make-up and of nail make-up.

Now in the hair coloring field there are two distinct and different markets. There is the hairdressing and beauty shop market and the retail market for home application. In hairdressing, the operator must give the patron a treatment in a single sitting and during a short period of time and must produce a substantially complete change especially when gray hair is to be recolored. The patron expects to leave the shop with all her hair radiantly beautiful regardless of its condition when she enters. The hairdresser, therefore, must use very effective coloring agents and must struggle with many problems generated by the previous history of the patron's hair. Particularly are her problems made acute by previous bleaching, previous dyeing, and previous permanent waving. Because it is more difficult to apply hair dye properly than to give an acceptable permanent wave, even hairdressers are afraid their customers may be dissatisfied. Manufacturers who cater to the beauty shop have for many years followed the practice of sending teachers or demonstrators all over the country teaching the art of coloring hair to those hairdressers who are willing to learn. For beauty parlor applications the hair coloring must act quickly, be effective, be long-lasting, produce beautiful results, and leave the hair in such condition that it can be shampooed, waved or treated just like naturally colored hair. Although, at various times during the development of the art of hair coloring, hairdressers have used different types of products, the criterion of rapid effectiveness almost universally has controlled the hairdresser's choice. For the last generation, this choice has favored almost exclusively the oxidation colors that are sometimes identified as instantaneous two-bottle developing dyestuffs and can further be identified by the fact that the contents of two bottles are mixed immediately before being applied and that the second bottle usually contains hydrogen peroxide.

Types of Application

As the dyeing of hair is one of our most ancient arts in beauty culture, it can easily be imagined that this art has passed through a gamut of technical methods. Considering the method of choice during the period of

(*Continued on page 117*)

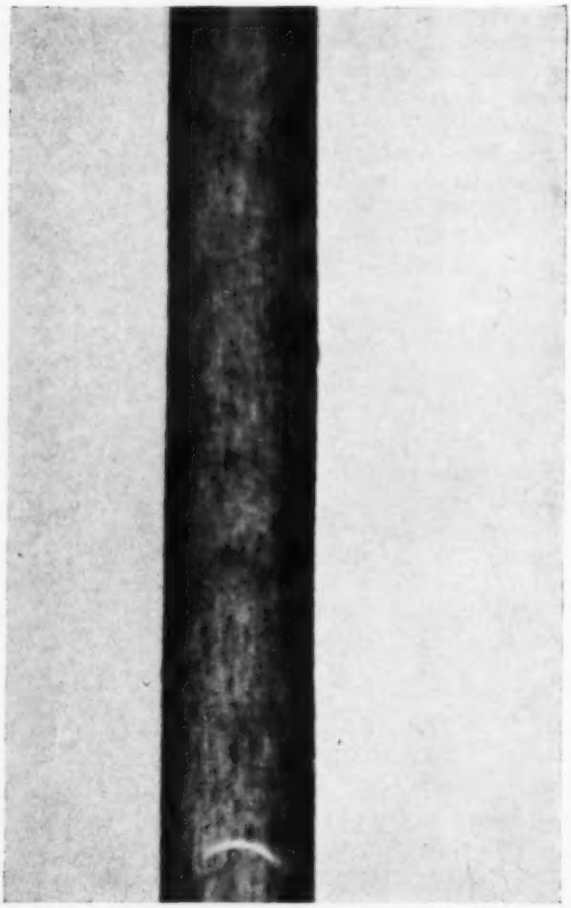


FIGURE 3
Raw Hair in Solution of Glycerol and Water, Magnification 280X

PHARMACEUTICAL TRADE-MARKS

By WALTER J. DERENBERG*

SINCE the enactment of the new Trade-Mark Act of 1946, not only pharmaceutical manufacturers but business and industry generally have become acutely trade-mark conscious. While the new act was immediately hailed in many quarters as a decisive step forward in the protection of registered trade-marks and in the struggle against unfair competition, it includes provisions in which a conflict between the private rights of the trade-mark owner and the rights of the general public might result. Since trade-mark problems cannot well be divorced from labeling and advertising problems generally, their solution depends to a very large degree on a proper understanding and evaluation of the provisions and requirements of numerous federal and state statutes which govern the sale, advertising, and labeling of pharmaceutical products.

The manufacturers of pharmaceuticals have problems in trade-mark matters due to the unique position of the industry. Since most of these problems have their origin outside the scope of a trade-mark registration statute, the new Trade-Mark Act has accentuated rather than eliminated these problems. The more obvious advantages of the new Act, such as, registrability of service marks, so-called "secondary meaning" marks, registration of packages and labels on the supplemental register as basis for protection in foreign countries, the more flexible rules for assigning and licensing of trade-marks, and many other distinct advantages of the new legislation have been pointed out many times in the past two years.

The problem to which attention should be brought, is the vulnerability of pharmaceutical marks to the danger of being classified as "common or usual" names under the Food, Drug, and Cosmetic Act. A danger is that the name of a formerly patented article which has become a common descriptive term may be cancelled at any time. The Lanham Act as presently worded does not give a remedy to the trade-mark owner to proceed against a person who makes a careless use of a registered trade-mark which may cause the mark to lose its trade-mark significance.

Another problem to the industry is in the case of serum, toxins, viruses or analogous products, the proper name of the product must be given precedence in position and prominence over any trade-mark or trade-name used. The new Trade-Mark Act, would not have any effect on special Council rules and requirements for the pharmaceutical industry. Nor would it be within the jurisdiction of the Trade-Mark Division of the Patent Office to consider precedence or prominence in position or any other requirements which are found in other federal statutes or in the Council rules and which are based on reason of public health and welfare.

One other problem facing pharmaceutical manufacturers is that of desiring to establish brand names or trade-marks for active ingredients of their preparations. It should not be overlooked that some terms sought to be registered were used in conjunction with a generally accepted generic term, while others would seem to be used as common or usual names of an ingredient rather than as distinct trade-marks.

Under the new Trade-Mark Act the Patent Office has no authority to examine labeling or advertising statements unless they are actually a part of the trade-mark itself. If the mark itself or a component part thereof is actually deceptive or misdescriptive, the Office will refuse registration on that ground. In the majority of cases, such misrepresentations are entirely collateral to and independent of the mark sought to be registered and should not be considered at all in determining

Trade-Mark counsel, U. S. Patent Office
*Abstract of a speech delivered before the American Pharmaceutical Manufacturers' Association, December 1948.

(*Continued on page 116*)

CHELATING AGENTS

By HARRY HILFER

ONE of the major problems which has faced the users of soaps has been its unfortunate habit of forming insoluble compounds with the alkaline earth metals which interfered with subsequent detergency. Soap shampoos have always given excellent results in soft water, that is where the calcium concentration in a reactive form was so small that the calcium soaps formed had little effect, but in hard water areas further steps had to be taken to assure complete removal of the dull film remaining on the hair which was the calcium soap film. Perhaps the most familiar method of treatment was with vinegar or lemon juice, where the acids contained in these substances effectively decomposed the soaps and made their subsequent removal easier. The sheen given to the hair as a result was attributed to this acid treatment, but was in fact due to the removal of a dulling film.

If we examine the reaction by which calcium or magnesium soaps are formed, we will be able to better understand how comparatively minute amounts would exert so large an effect. Water of 100 parts per million hardness is considered as not excessive in most of the United States. This figure represents the amount of $CaCo_3$ in one million parts of water. Therefore, 25°cc of water would contain 0.025 gms. of $CaCo_3$. The 25°cc figure was taken as an approximation of the amount of water which adheres to the average woman's head when she wets it before washing. The 0.025 gms. of $CaCo_3$ is not present as the carbonate but as the soluble bicarbonate. In most water systems the insoluble carbonate is eliminated by filtration. Calculations however are based on the carbonate for ease of procedure. One mole of $CaCo_3$ will react with two moles of soap to produce the corresponding Ca soap. The molecular weight of $CaCo_3$ is approximately 100, while that of calcium oleate is 614. The factor is therefore 6.14. Therefore 0.025 gms. of $CaCo_3$ is capable of producing better than 0.15 gms. of an insoluble soap which is large enough to produce a dulling film. This amount will probably be increased to 0.3 gms. if the rinse water needed to remove the soap is considered, and if the hair is subjected to a second soaping, which is fairly average procedure, the amount of Ca soap deposited will increase to about 0.6 gms.

Anotker difficulty caused by the reaction between soaps and the soluble calcium ion is the appearance of an unsightly residue in soap shampoos which have been packaged in soft glass bottles. The calcium normally present in such glass gradually works its way into solution and then reacts with the soap present therein to produce the calcium soap precipitate. It, therefore, was not uncommon to see shampoo solutions, which were sparklingly clear when first made, begin to become cloudy after several months.

Perhaps the best method of prevention of calcium soap precipitates in shampoos is by the addition of a chelating agent which forms a complex with the calcium ion and imultaneously removes it from the field of the reaction and solubilizes it. The most popular of these compounds appears to be the tetra sodium salt of ethylene diamine tetra acetic acid. One mole of this compound will sequester effectively on calcium ion and remove it from the reaction field. It is rather difficult to understand how the calcium may be solubilized without its being precipitated in the presence of compounds which normally react with it to form insoluble compounds, except to assume that the complexing agent has a stronger pull towards the calcium ion then does the fatty acid soap. There is no doubt however that these agents effectively prevent Ca soap formation. Indeed, their ability to complex calcium is so great that they will solubilize the Ca present as $CaCo_3$. In addition the ethylene diamine tetra acetic acid salt is completely stable in conjunction with soaps either dry or in solution over any time interval.

The amount of this agent which could be used in conjunction with a shampoo is dependent on the hardness of the water in conjunction with the soap's use. If we assume that a ½ ounce portion of shampoo is used when the hair is being washed, and that enough sequestrant should be incorporated to take care of the Ca in 25°cc of water—in water of 100 ppm hardness approximately 0.7 per cent of the compound would be needed to effectively prevent Ca deposition. If it is felt that the shampoo should be better fortified against hard water areas of greater than 100 ppm. concentration, proportionally larger amounts should be used. As far as prevention of Ca deposition due to the Ca solution from glass, the 0.7 per cent concentration in the shampoo is ample. Using this low a concentration does not, however, leave much room for reformation of Ca soaps due to the rinse water. A greater concentration of the sequestrant in the shampoo may also be undesirable because of the increase in cost. However by its addition it will be found that there will be a noticeable increase in the sudsing properties of the shampoo since in 100 ppm. water there will be an increase in the available soap. If we were to base this on a 20 per cent soap shampoo, 15 cc. or ½ ounce would contain three gms. of soap. Since the Ca is 25°cc of water would remove 0.15 gms., the sequestrant present would make available 5 per cent more soap. Actually functionally, there is a greater savings made since there are no Ca soaps formed, which also interfere with the detergent functions of the soap, because these compounds are so difficultly emulsifiable. We may therefore assume a minimum increase of 10 per cent in the functional value of a 20 per cent soap solution. In shampoos containing

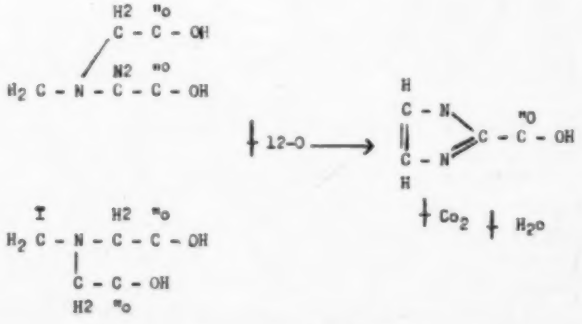
lower percentages of soaps, the figure would be proportionately greater since Ca soap precipitation is a function of the amount of Ca present rather than the amount of soap. In a 10 per cent soap solution the same amount of Ca soap would be found as in a 20 per cent solution—the functional increase due to the chelating agent being present will therefore be twice as great.

It was suggested to me by Dr. F. C. Bersworth of the Bersworth Chemical Company, one of the manufacfacturers of ethylene diamine tetra acetic acid—tetra sodium salt—that probably the best usage for chelating agents of this type would be as an after shampoo rinse. This point-of-view seems to be a logical one, since it would seem logical to rinse out any deposited Ca soap after all the other soluble soaps have been washed away. Its use as a rinse would therefore minimize the dangers of reprecipitation and redeposition of Ca soaps. Certainly its use as a rinse gives excellent results. Whether or not its introduction to the market as a companion product to a shampoo will be accepted by the ultimate consumer is a matter of conjecture.

If such a step were contemplated, it could be manufactured either as a dry 100 per cent compound and packaged in individualized envelopes containing enough material for one application or as a solution containing any convenient concentration. Since the tablespoon seems to be an American standard for home use, a 1 per cent solution would contain enough of the chelating agent to allow one tablespoonful, dissolved in a glass of water, to remove any residual Ca soap from the hair after shampooing.

Another function of ethylene diamine tetra acetic acid which is introduced as a secondary functional use is its ability to behave as an antioxidant. This is an important addition in any soap solution containing ethylene C linkages. It is capable of reaction with peroxide oxygen—first formed at the ethylenic linkage—and a primary step towards rancidity—to produce carbon dioxide and water until the original chelating agent is transformed to a cyclic ureide. During this process of decomposition it will remove 12 atoms of peroxide oxygen—removed from the ethylenic groupings of the fatty acids and therefore preventing the continuance of the rancidity reaction.

The reactions may be represented as:



(*Continued on page 121*)

WIDE WORLD

THE CORN CUTTE
BY REMBRANDT

Bettmann Archive

CORNS AND CALLUSES

By M. A. LESSER

PREPARATIONS for treating corns and calluses command a respectable market. This is quite understandable. A painful corn can markedly influence the mood of the housewife who treads about eight and one-half miles in an ordinary day. A callus that hurts can interfere with the efficiency of the stenographer who, even though her job is sedentary, averages about forty-three miles of walking a week. Corns and calluses become really serious matters to a city patrolman who paces off some fourteen miles per day or to a postman who hauls his bag of letters about twenty-two miles on his appointed rounds.[1]

It is well recognized that proper foot care is indispensable to good health and physical comfort. Un-

fortunately, however, statistics compiled by the U. S. Public Health Service show that approximately 90 per cent of all the people in this country are afflicted with some form of foot ailment.[2] Since foot troubles do not kill, nor are they as a rule completely disabling, the medical profession and public health workers are not inclined to give much thought to such conditions. Indeed, as remarked editorially in the *American Journal of Public Health*,[3] the suggestion that foot troubles constitute a public health problem is not likely to strike horror in the hearts of the virus worker, the nutritionist, the administrator or the epidemologist unless they happen themselves to have some personal experiences along this line. But, it is pointed out, let it not be forgotten that the high incidence of a minor and lowly disability may constitute a more serious public health problem than does some aristocratic but comparatively rare disease.

Chiropodists,[2] who should know, report that corns and calluses are the most common foot defects in this country. They may be the sole cause of discomfort or these more or less superficial formations may be associated with more serious foot disorders. In discussing the care of foot disorders, Morton[4] has said that the first step in treatment applies to all surface elements of discomfort. He feels that painful calluses, corns or other skin growths should be regarded as foreign bodies. Their immediate removal or treatment is indicated just as positively as a pebble in the shoe or a cinder in a person's eye. He points out that people will not recognize success in the treatment of foot disorders as long as they continue to experience discomfort from these superficial sources.

While corns and calluses are generally more painful than dangerous, they may cause complications. Such formations have become the seat of inflammation, suppuration or ulceration. There is special danger of infection and gangrene in diabetics, who should keep their feet free from these hyperkeratoses.[5] The same holds true for persons with peripheral vascular diseases.[6]

Morton[7] believes that it is helpful to divide ordinary types of foot trouble into toe ailments and arch ailments. Corns are included in the first group while calluses of the sole fall into the second category. Despite these groupings, it must not be forgotten that corns and calluses are similar in structure and arise from like causes.

The ordinary corn (clavus) is a thickening of the outer layers of the skin. In some cases, however, the small blood vessels and nerve endings are also involved. Most corns are superficial and have no roots. The part that is commonly mistaken for the root is in reality a nucleus.[2] This central core, or radix, is formed by compact, laminated horn cells. It presses on and thins or destroys the subjacent epidermis until it reaches the underlying nerve endings, causing considerable pain.[6] Corns are not only sensitive to pressure, but are also spontaneously painful, especially with changes of the weather.

There are two varieties of corns. These comprise hard corns which are situated on exposed surfaces, and soft corns which appear between the toes where they are subjected to the macerating effects of sweat. In the hard corn, the surface is shiny and polished. Although other toes may be affected, the Montgomerys[6] state that the most common site for a hard corn is over the outer side of the small toe. Sometimes a corn is found in a nail groove, on the tip of a small toe or on a pressure point on the sole of the foot. There is usually one core in a hard corn, but several may be present. The shape of the corn depends on the contour of the bone beneath and may be round, crescent-like, or ridged.

Soft corns are found most often in the interspaces between the fourth and fifth toes. Usually much more painful than the hard variety, soft corns are also more prone to cause complications. Subject to maceration from friction and moisture, they are often the sites of latent fungus infections.[8] Macerated soft corns have been mistaken for dermatophytosis and frequently it is necessary to pare away the macerated skin to find the core of the corn.[6]

Another variety of corn, the plantar corn which appears on the sole of the foot, has been discussed by Vasko.[9] He notes that plantar corns are often misdiagnosed as plantar calluses and sometimes as plantar warts. Plantar calluses and plantar corns may look alike, but the former are not tender while the corns are exquisitely so. Vasko states that the surest way to discover whether the callus conceals a corn or not is to pare off the top. Should a corn be present, a small hard kernel will be encountered. Regarding the possibility of mistaking such a corn for a plantar wart, it is pointed out that a wart is usually not surrounded by callus.

The direct causes of a corn are friction and pressure. These produce irritation to the layers of the skin which results in a thickening and piling up of the cells into a protective layer. There are many indirect causes of corns. Among the factors which enter the causal picture are: Improper footwear, wrinkles in the shoe lining, rough seams in hosiery, insufficient protection of the foot by worn shoes, foreign bodies in the shoe, malalignment of the bones of the foot, and bony growths.[2]

The possibility that vitamin A deficiency may enter the etiologic picture has been suggested by Straumfjord.[10] He pointed out that corn and callus formation is a phase of hyperkeratosis, this in turn being one of the most important manifestations of the vitamin deficiency. He states that intermittent pressure over bony prominences leads to hyperkeratosis because of interference with nutrition which causes a local vitamin A deficiency. Evidence to support this view was obtained when large doses of vitamin A (100,000 units per day) were given to a group of patients over a period of months. On such dosages, corns and callosities separated and fell off. It was found that an increase in the vitamin A blood levels caused a tendency for these lesions to disappear even though the actual volume of circulating blood in the area remains diminished.

Despite such suggestions, the treatment of corns

remains rather standardized and without any really notable innovations. Treatment depends upon the type of corn, its location and, of course, the causal factors. As with all abnormal conditions, the underlying causes must be sought out and remedied, if possible. In the case of most corns, these are not too difficult to determine.

Pressure is chiefly responsible for corn formation and corns tend to involute when the source of pressure is removed.[8] Hence the only true preventive and real cure for corns is the wearing of properly fitted footwear that distributes the weight of the body over the whole foot, without exerting excessive pressure at any one point.[5] Protection from pressure is the only effectual treatment for corns. The use of the paring knife or the application of agents which soften a corn to facilitate its removal will provide welcome relief. Nonetheless, such measures are only temporary expedients; no lasting benefit results unless the pressure is removed.

A number of substances find employment in the treatment and removal of corns. It should be stressed that all of these keratolytic and exfoliative agents must be used with caution and only on the thickened, cornified tissue. Even when applied to a corn, most of these medicaments must be removed after a suitable time to avoid injury to the healthy underlying tissue. Such agents may not be applied to the surrounding healthy skin, where they may cause inflammation, even vesication.

There is little doubt that salicylic acid is the most important of these substances.[11] A valuable, effective and widely used keratolytic agent for removing thickened and horny layers of skin, this substance is extensively employed in collodion corn paints, in ointments, pastes and salves, and in corn plasters. Various adjuncts, including caustics and local anesthetics, are sometimes used with salicylic acid to improve the action of the preparation, reduce pain, or avoid irritation.

There can be little doubt that the collodion paints comprise the most popular type of corn treating preparation. Such a product is generally painted on the corn once daily for several days. This is followed by soaking the foot in hot water, after which it should be easy to manually remove the corn. Since the solvents used in the collodions are very volatile, efficient, airtight seals are essential to prevent evaporation and undue thickening of the product. A glass rod for applying the medicated collodion is incorporated in the closure.

Literally scores of formulas are available for making these liquid corn remedies. The official preparation for softening corns, Salicylic Collodion N. F., consists of 10 per cent salicylic acid in flexible collodion. A simple modification, suggested in a well-known dermatologic manual,[13] consists of:

Salicylic acid	**10-20 per cent**
Alcohol	**10-20 " "**
Flexible collodion, to make	**100 " "**

Dermatologists also favor collodions containing combinations of salicylic acid and lactic acid. For example, both Tobias[8] and Andrews[13] recommend the use of a corn paint made from:

Salicylic acid	**3 parts**
Lactic acid	**3 "**
Flexible collodion	**30 "**

Another variation, colored with chlorophyll, is given in the "Pharmaceutical Recipe Book"[14] as follows:

Salicylic acid	**160 Gm.**
Lactic acid	**26 cc.**
Chlorophyll (alcohol-soluble)	**1 Gm.**
Acetone	**60 cc.**
Flexible collodion, to make	**1,000 cc.**

On occasion, glacial acetic acid is used in combination with salicylic acid in collodion corn paints. A prescription for a preparation of this type was given by Ross[15] as follows:

Glacial acetic acid	**1 dr.**
Salicylic acid	**50 gr.**
Cannabis indica	**15 gr.**
Flexible collodion, to make	**1 oz.**

It has long been common practice to include in corn paints various drugs with a local anesthetic effect. These are included in the belief that they help to relieve the pain of a corn and to allay any irritation caused by the salicylic acid. Cocaine, benzocaine, Indian hemp (cannabis indica), and chlorobutanol are among the drugs used for such purposes. It is of historical interest that the original corn collodion, first described in 1880, consisted of a mixture of salicylic acid and extract of Indian hemp in flexible collodion.[16] A more modern preparation may be made from:[17]

Salicylic acid	**12 lb.**
Chlorobutanol	**2 lb.**
Gum camphor	**1 lb.**
Acetone	**6 lb.**
Flexible collodion	**80 lb.**

An interesting, if more complex, formula for a corn remedy with iodine has been suggested by Belanger,[18] as follows:

Tincture of iodine	**⅛ fl. oz.**
Salicylic acid	**½ oz.**
Glacial acetic acid	**60 min.**
Menthol	**30 gr.**
Ethyl aminobenzoate (benzocaine)	**35 gr.**
Flexible collodion, to make	**4 fl. oz.**

From the foregoing, it is quite obvious that flexible collodion is the most important vehicle and film-forming material in corn paints. This consists of a solution of pyroxylin in a mixture of solvent ether and alcohol; this being plasticized with camphor and castor oil. Several years ago, Berry and Goodwin[19] noted that better adhesion could be obtained with a salicylic collodion

made with a so-called acetone collodion rather than the usual flexible collodion. They developed an improved acetone collodion consisting of:

Pyroxylin	**50 Gm.**
Castor oil	**25 cc.**
Ethylene glycol mono-ethyl ether	**100 cc.**
Acetone, to make	**1,000 cc.**

Corn salves and ointments command only a small proportion of the popularity accorded corn paints. Nonetheless, there is a definite demand for such preparations. These are applied to the corn for several successive days and covered with gauze or cotton. The foot is then bathed in hot water, when the corn may easily be picked out. A simple corn ointment. suggested by Goodman,[20] may be made by incorporating 10 to 24 per cent of salicylic acid in soft soap. Another easily prepared corn ointment tested by this dermatologist contains:

Salicylic acid	**40 parts**
Lanolin, to make	**100 "**

Also well recommended[5] is a corn salve made from:

Salicylic acid	**3.0 Gm.**
Tincture of benzoin	**0.3 cc.**
Prepaid suet	**30.0 Gm.**

Of British origin[16] is a corn salve prepared from:

Lanolin	**4.0 parts**
Soft paraffin	**2.0 "**
Salicylic acid	**1.5 "**

From the same source comes the following formula for an ointment for soft corns:

Salicylic acid	**1 part**
Menthol	**1 "**
Oil of theobroma	**4 parts**

Somewhat more complex is a corn salve containing:[21]

Pine rosin, refined	**8 parts**
Glyceryl monoricinoleate	**2 "**
Larch turpentine	**10 "**
Beeswax, yellow	**16 "**
Salicylic acid	**8 "**
Peru balsam	**8 "**

Melt the first four ingredients together, dissolve the salicylic acid in this melted base and then add the balsam. Stir until homogeneous, cool and pour into containers.

Representative of the more up-to-date preparations is a corn ointment which is described[21] as particularly useful for soft corns between the toes. This is made from:

Benzoic acid	**1.0 per cent**
Salicylic acid	**5.0 " "**
Sulfathiazole	**5.0 " "**
Lanolin	**44.5 " "**
Vanishing cream	**44.5 " "**

Salicylic acid plastics also have a place in the treatment of corns. A typical product of this type, given in one of the standard pharmaceutical reference texts,[14] is as follows:

Salicylic acid	**50 Gm.**
Plaster of lead oleate	**600 "**
Soap plaster	**250 "**
Yellow wax	**20 "**
Petrolatum	**80 "**

Melt the lead oleate plaster on a water bath, add the soap plaster and wax. Continue warming until all are melted, then add the petrolatum and the salicylic acid, previously dissolved with the aid of heat. Mix intimately and allow to congeal.

A number of agents other than salicylic acid are used to produce exfoliation of corns. These substances, generally classed as caustics, include: silver nitrate, lactic acid, glacial acetic acid, monochloracetic acid, dichloracetic acid, trichloracetic acid, sodium hydroxide, potassium hydroxide, and zinc salts, such as the chloride and sulfate. These materials must be used with skill and caution because they readily attack healthy skin and tissue. Such attack may result in considerable soreness and even in ulceration.

Illustrative of the way caustics are employed is Ranjau's[22] suggestion that the central core of a corn can be destroyed by touching it with galacial acetic acid applied on a match stick twice daily. In this connection it should be noted that caustics are considered[5,23] especially suitable for treating soft corns. Cozen,[24] for example, advises that 10 per cent silver nitrate be applied to the soft corn areas, after which zinc stearate is dusted on the corns.

Caustic preparations, compounded to provide greater use-convenience for the physician or podiatrist, are not difficult to make. A number of such preparations have been listed by Goodman.[20] Thus, a caustic solution of trichloracetic acid may be made from:

Trichloracetic acid	**32 parts**
Magnesium sulfate	**50 "**
Distilled water, to make	**100 "**

If a caustic zinc sulfate paste is desired, he presents the following mixture:

Zinc Sulfate	**88 parts**
Glycerine	**12 "**

As shown above, some of these caustics are used in corn collodions in conjunction with salicylic acid. On occasion, certain of these agents are similarly employed in corn salves, as in the following example:[20]

Salicylic acid	**6 parts**
Potassium hydroxide	**6 "**
Soft soap, to make	**100 "**

Rings or pads of felt, sponge rubber, latex or the like are extensively used to protect corns and calluses from pressure. Many of these products are sold in

(Continued on page 162)

METAL CONTAINERS
and
CLOSURES
by
BRIDGEPORT

Vanities — Powder Boxes

Jar Caps — Perfume Vial Cases and Caps

Bottle Caps — Lip Brushes

Drawn Talc Containers — Dry and Paste Rouge Cases

Lipstick Containers --- Swivel, Slide, Automatic

and

Other Special Metal Products
for the Cosmetic Industry

THE BRIDGEPORT METAL GOODS MFG. CO.
Established in 1909

BRIDGEPORT **CONNECTICUT**

PACKAGING and SELLING

GIFT PACKAGES

Now that the Christmas season is over, it is interesting to reflect briefly on the essential and fundamental importance of gifts to the cosmetic industry. It would also be well to consider that together with the many advantages inherent in the gift packages, there are hidden dangers which have at times seriously led astray some companies in this industry.

Because of the dominant importance of Christmas, the cosmetic industry has directed a large part of its annual thinking and planning toward this one brief period. It is true that increasing attention has been given to such sales periods as Mother's Day and Father's Day and there has for many years been a historic flurry in preparation for Easter. Nevertheless, as far as perfumes and cosmetics go, Christmas has absorbed nearly all of the energy in gift packaging and merchandising.

Perfume and cosmetic manufacturers have not been anywhere near as far sighted, nor have they even pretended to present a united front, as has, for instance, the flower and the candy industries. The activities of these two industries, cultivating many interim gift occasions, is too well-known to explore in detail here. However, it should be interesting to note in passing that the orchid industry, without a very heavy reliance on Christmas, has grown so rapidly on almost an entire gift basis that the dollar volume of orchids now sold exceeds the volume of fragrances.

Without any question perfume and cosmetic manufacturers are missing a heavy possible volume, which could be created by inspirational thinking and united action toward both the retailer and the public for such gift occasions as birthdays, graduations, weddings, hospital gifts, bridge favors and other year-round gift occasions.

During the last several years, manufacturers of this industry have been thinking of Christmas business as rather a prolonged fall operation. The status of consumer buying in the normal period of the previous 10 years to the war is largely forgotten or ignored. Forgotten is even the presidential action of several years ago to change the date of Thanksgiving so as to permit one additional week of Christmas shopping. This was based on the traditional retail experience that little or no Christmas shopping preceded Thanksgiving.

Perfume and cosmetic manufacturers found very largely that price was a governing factor in early shopping. For instance, among the higher price, prestige perfumes there would be very little activity until within two weeks of Christmas, that 80 per cent of perfume purchases would take place in the 10 days preceding Christmas and that the peak of this buying activity accelerated right up until the day before Christmas.

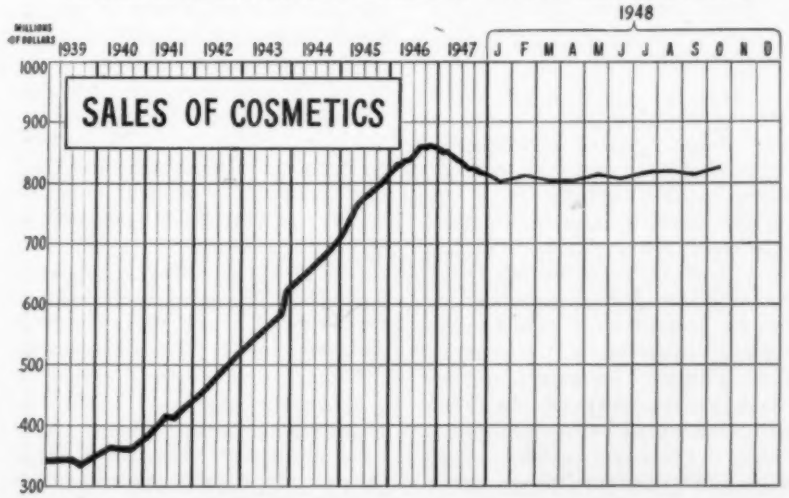
This year, and undoubtedly from now on, the public will have no urge, such as shortage of materials, to force an early anticipation in buying. We are again back to the period when the dominant part of Christmas sales will fall into the last two weeks preceding Christmas. If this critical period continues to take as much as 60 per cent of the annual volume of some companies, then it can only be said that this industry, for many of its products, must be involved each year in a terrific gamble.

Experience shows that there is a fairly definite ratio of sales between gift occasions with gift packages, and interim sales; that a fairly large percentage of interim sales is essential for a healthy position on the arrival of the brief gift period, is fairly well established.

The reason for this strong influence of interim sales on gift merchandise is fairly obvious with a little reflection. The retailer is faced with the daily problem of total over-head to meet the expenses of his cosmetic department. He does not shift this department throughout the year to preferred from secondary positions to meet these holiday sales. He has his daily problems of rent per square foot on floor space and counter space and his daily cost of regular skilled sales help.

For this reason, the products which are operating throughout the year with interim sales are earning a preferred position in his department and are winning the recognition of the retail sales force, and these people in turn are acquiring skill in selling them. In other words, they are winning a retail reputation and as this reputation is enhanced, they are securing favored retail posi-

Retail sales of cosmetics for the twelve months ended with October 1948 amounted to $826,555,000. This compares with $813,554,000 for the twelve months ended with September 1948 and with $822,713,000 for the twelve months ended with October 1947.



tions. In the same way these interim sales are building a consumer reputation, a broader consumer recognition, and are establishing a consumer clientele.

The combination of these two factors, that is retail reputation and consumer reputation, contribute very heavily to the preferred advantages which the products secure in their gift packages when the holiday sales arrives. With a very rare exception of a short-lived gadget, or a short-lived novelty package, the in-and-out product which leans too heavily on the gift and fails to earn a position in the store and with the consumer throughout the year, is bound to find serious interference in realizing its true gift potential.

Perfumes and men's toiletries in particular have proved the great value of the gift as a sampling operation and as a method of introducing users to their products. If we consider that in the entire cosmetic industry well over $200,000,000 are invested for gift perfumes and cosmetics, the size of this sampling operation is apparent, and its probable substantial effect on the growth of the industry can be estimated. While no estimates have ever been made, or probably could be made, as to the proportion of these gifts which are presented to habitual users and to people completely unacquainted with the product, it would certainly be safe to guess that at least one-third of this expenditure is directed toward market expansion. For any one manufacturer in the over-all picture, particularly with perfumes, certainly a high percentage is used annually to introduce women to new fragrances and probably to stimulate a habit of more frequent use.

The products of men's toiletries, however, have illustrated in another way the importance of interim sales as opposed to gift sales. In the higher price range of this field, packages up until now have been exclusively gift packages. This means that the man who has sampled a brand of men's toiletries through a gift has found himself unable to become a habitual user except through the process of making a continual gift to himself.

It would certainly prove a very annoying thought to this group of manufacturers, if they should reflect that over the past five years the sampling, operation, reaching as much as $25,000,000, had created a substantially large audience of men who had become, through this sampling, habitual users of men's toiletries, but had then found that their choice rested between the purchase of another gift package or the plainer, less expensive utility bottle of a competitor. If we think of this gift as a sampling operation as well as plus business, then certainly to take full advantage of this sampling, a plainer utility package of the same product for interim sales would appear to be a logical and a necessary market procedure.

In interim sales there is often a constant impulse to over-estimate the function of the package and to approach the gift idea. The recent packaging of the new improved model of an electric razor is an excellent example. While at certain seasons of the year, and for certain occasions throughout the year, this shaver is certainly a favored gift, it is also true that many men are purchasing this shaver for plain, utility reasons on any day of the year.

Our own experience includes a 10 year span of this type of shaver. The two previous models have been constantly used. We recently purchased this new model on a purely utility basis for our own use because of its obvious technical improvements.

This razor retails at $22.00, which is quite a chunk of anybody's money. It was therefore extremely aggravating to find this particular utility packaged in an extravagant jeweler's case, which even elementary knowledge of packaging indicated an investment of around $2.00.

We are not denying the value and the necessary function of this really beautiful case when purchased as a gift. We do say that on a direct purchase for personal use this extravagant container, a large part of whose cost was not needed to add protection to this delicate instrument, illustrates the serious disadvantage of over-packaging for interim utility sales.

Sales Agencies

There may be great significance in the news that so many independent territorial sales agencies are being started around the country. We hear of these agencies largely because they are being formed by men who have been employed in local territories by cosmetic companies. It could be that the influences which are operating in the distribution of cosmetics are also taking place in other industries selling consumer goods to retail stores.

It is true that the immediate causes of these new ventures are unemployment or dissatisfaction by a salesman with new company arrangements for remuneration. Nevertheless, these men are certainly not risking their own capital to start what has always been a rather insecure business unless they sensed other fundamental reasons indicating a need for this form of selling.

The independent sales agency has travelled a very rocky road in this industry. During the war many salesmen, operating in this way, made large incomes as did nearly all salesmen who operated on a commission and who could deliver the goods. But over a long period of years very few sales agencies show either stability or growth or appreciable profits.

In the East, and especially in New York City, the sales agents have continued to wax strong for a few years when they happen to have a favorable account and then faded as this account matured and established its own sales force. In the South, Southwest and the Coast there has been more stability.

We are now entering a period when the cost of distribution is a very serious burden and sometimes a serious hazard for many manufacturers. Even the fairly large manufacturers, who have been operating on a direct sales cost, that is the cost for salesmen and sales administration at a figure between normally five per cent and 10 per cent, now find these costs climbing to a high where some of them could save money at the normal rate of 15 per cent charged by the sales agency, providing they could get equally effective selling. It is a small or medium size manufacturer who finds himself in what seems to be a hopeless dilemma. He cannot maintain an adequate sales force to effectively cover the retail trade, even in highly selected distribution, on the total volume of his business and on the number of products included in his line.

There has been some thought among manufacturers in this group of joining with other non-competing manufacturers in the trade and forming a mutually cooperative sales organization, so that sales overhead would be spread over a sufficient number of lines and to accumulate a sufficient sales volume. In effect, this is just what territorial sales agents are supplying, with the additional advantage that these sales agents are doing their own financing.

A manufacturer doing a business under half a million dollars would have great difficulty maintaining a travelling sales force that could cover even 4,000

stores in a national distribution. Yet if there were available to him sales agents in each of the major six or eight territories, travelling two to three men, it is possible that he could procure a national sales organization composed of 12 to 20 men, these men specializing in a territory and intimately acquainted with it, which could provide a substantially more effective sales force than any fairly large size manufacturer could maintain himself.

Normally these agents operate on the basis of 15 per cent. They normally operate in a compact recognized territory, such as the Coast, Southwest, New England, etc. They normally carry from three to five accounts, basically non-competitive, and with proper sales cooperation, many have made outstanding successes for their principal accounts. As a matter of fact, it may be said in many cases that the success of the sales agency has been its own downfall because the American manufacturer tends very strongly to build his own sales force as the business reaches national distribution and fairly good retail or consumer acceptance.

It hardly needs to be stressed that manufacturers today are eagerly seeking any sensible cost reduction in handling their distribution. It is thoroughly possible that the increasing development of territorial sales agents will provide the opportunities for some manufacturers to study the technique of working with sales agents and accomplishing this purpose. There is no reason at all why the sales agent, given a profitable line, or a line with profit potentialities, and also assured of some security for the missionary work which he may have to do, would not readily work with the manufacturer in building the business and in giving him the kind of intimate retail contact that he wants just as effectively as he could secure through his own sales force.

Plastic Packages

Plastics are destined to find wider use as a packaging material in spite of the fact that in some cases this material may mean a higher unit cost.

According to Mr. Carl Cobbledick, packaging director of Egmont Arens Associates, there are four reasons why plastics will find wider use in packaging. These reasons are:

(1) The possibility of increasing sales by converting a planned purchase item into an impulse purchase item.

(2) Building demand and brand loyalty through containers with re-use value.

(3) Merchandising a line with matched set containers that stimulate purchase of an entire line to complete the sets.

(4) The prestige and novelty value of plastic packages.

There isn't any question, in our opinion, but that No. 1 far out-weighs in value the other three factors. We believe that next year will bring an enormously intensified competitive struggle for display in retail stores.

We do not know just what Mr. Cobbledick means by saying that a plastic will convert a planned purchase item into an impulse purchase item. This was undoubtedly a misprint in the release which we saw.

There have recently been some very revealing surveys indicating the tremendous margin of purchases controlled by the impulse or unplanned purchase. One very authentic survey showed that 48 per cent of a very large group of women entering a drug store in normal shopping routine made impulse or unplanned purchases. Another revealing survey showed that 38 per cent of the products purchased were bought on impulse when in the store.

There is no reason for confusion between the planned purchase and the unplanned purchase. In the case of the planned purchase, which runs to a very high percentage in the case of lower price utility goods and to a much lower percentage in the case of merchandise in higher price ranges where there is some reason for choice or reflection, this type of purchase must be considered as a feeling of a definite immediate need and as the result of a habit or conviction which may largely be formed by means of a period of consistent advertising.

The unplanned purchase is largely determined by two basic elements in retail selling, that is store display and informed friendly selling by the retail sales clerk.

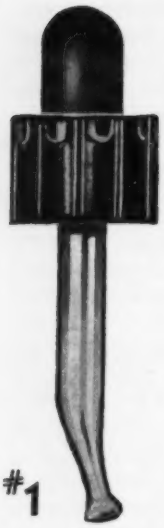
No one to our knowledge has ever satisfactorily determined the relative influence in retail selling between display and favored selling. The relation between these two factors would, of course, largely depend upon the character of the store. To take two extreme cases, we could say that in a supermarket display is the predominant or exclusive factor, while in a Fifth Avenue Department Store, where very competent selling is available, this type of selling may prove fully as important as display in developing the unplanned purchase.

It is of course obvious that an excellent appropriate package, which creates a distinctive and favorable personality for the product, is an essential element of the unplanned purchase. From this viewpoint the package can be considered a vital part of the entire marketing plan, and as a distinct contributor to a wider area of consumer sales volume.

As for point 2, this industry has never had very much luck with containers which have resale value. This idea has been tried many, many times, but to our knowledge has no record of conspicuous or sustained success. It is very possible that with many of the products of our industry the employment of a reuse container would carry with it the suggestion of an added sales premium which could have negative value in many ethical or prestige products.

The use of a matched set of containers to stimulate sales for an entire line should, in our opinion, be viewed with a great deal of suspicion. This industry has had a great deal of experience with the so-called family line of products. In our opinion this experience points to the very plain fact that a product, irrespective of the fame of its family name, eventually stands on its own legs according to the merit of the quality or appeal of the product. Any belief that designed packages of family similarity would add anything to the general inability of famous family names to carry the sale of a product beyond the point which the product earns for itself would, in our opinion, only add to confusion. This doesn't mean that when a family of products is in existence that it cannot be advantageously packaged with beauty, with taste, utility and with a family resemblance. If we must have a family of products, let's by all means do the best packaging job for them.

As to No. 4, the cosmetic branch of the industry is one of the primary gift packaging industries. It is also an industry, that is perfumes and cosmetics, where novelty packages are, in usual times, warmly accepted by the retail trade because of their ability to stop traffic and to capture an impulse sale. Before the war the novelty package for cologne, nail enamel and for combination of many products added a substantial number of dollars to the industry's annual total.



New Perfection DROPPING PARTS

For Attractive Appearance . . .
. . . Perfect Performance

The New Perfection line of dropping parts is designed to meet your exacting demand for modern-looking units that function perfectly. We know that the user's satisfaction with your product may depend upon the reliability of the dropper—And, New Perfection dropping parts present your preparation at its very best.

The New Perfection reputation for excellence is maintained by use of the best quality materials, scrupulous attention to cleanliness and rigid inspection of all parts before delivery.

DROPPER GLASSES

are available in a wide variety of styles and sizes; plain or CALIBRATED in any color to mark specific dosages.

BULBS

are supplied in many styles and colors. Non-swelling, AMEKINE synthetic rubber is used for oil preparations; natural rubber is supplied for other products.

CAPS

of plastic or metal, can be furnished in a complete range of sizes and colors.

BOTTLES

in an attractive modernistic style in Amber, Blue, Green or Clear glass, are available, complete with dropping parts, in the following sizes: 2 cc., ⅛, ¼, ½, 1 and 2 oz.

DROPPER GLASSES CAN BE

CALIBRATED

IN COLOR

An inexpensive extra that adds great convenience to the use of your preparation. The dosage you desire in the color you specify is accurately and permanently printed on the dropper glass. Trade-marks and firm names can also be imprinted.

We Can Supply Dropping Parts To Fit Your Bottles or Furnish Complete With Our Own Bottles

Write for Samples and Quotations

PENNSYLVANIA GLASS PRODUCTS CO. INC.

"Glass Goods of the Better Kind"

428-432 North Craig Street • Pittsburgh 13, Pa., U. S. A.

This type of package in every conceivable form and variety will start appearing on the cosmetic scene next year. These packages will be one of the chief stimulants used by this industry. There isn't any question that plastics, with their wide variety of color and the almost infinite variety of possible design, will be one of the most important packaging materials that will be explored.

Instruments Can Be Sensitive

Westinghouse has developed an instrument so delicate that it can measure the twist in a steel bar that results when a feather is leaned against the bar.

What a pity it is that we have no instrument to measure the twist that occurs in so many fine minds when they come in contact with ideas that would destroy the spiritual and physical liberty won by humanity in over a thousand years of struggle.

Or to explain how this one generation can produce two men who have influenced many millions of people in such opposed paths. Gandhi who, in death, brought to an end that unspeakable human degradation, the Untouchables, and Stalin, who has condemned so many millions to an equal degradation in the concentration and labor camps.

And Now Elsie

The entry of Elsie the Cow into the cosmetic business adds another famous name to that long list of notables in other walks of life who have sought fame and wealth through cosmetics.

It may be that the personal charm of Elsie, together with the important fact that she is an accomplished and experienced manufacturer of a quality product long esteemed for cosmetic use, will prove an advantage leading to quick success.

Elsie has many admirers in the industry. Not a few of them hope for her success in anticipation that this will urge Elmer the Bull to seek equal fame in the men's division of the trade.

Combination Plus

There must be something about a combination that makes it more interesting and worth more money than its individual parts.

One of the most successful products of this Christmas season is a leather pocket wallet which includes a compartment in which is inserted a compact case and a lipstick.

Department of Commerce Monthly Retail Trade Report

Retail sales of all kinds in drug and department stores showing sales for the month of October 1948 as compared with the same period in 1947.

	Department Stores	*Drug Stores*		*Department Stores*	*Drug Stores*
Atlanta	+14	+6	Minneapolis	+8	+1
Baltimore	+8	–4	Milwaukee	+9	+5
Birmingham	+15	–4	Newark	+3	–9
Boston	+6	0	New York	+5	–1
Chicago	+6	+3	Philadelphia	+9	–5
Cincinnati	+9	+3	Pittsburgh	+10	+1
Cleveland	+10	+1	Providence	+12	–12
Dallas	+8	–3	St. Louis	+6	+2
Detroit	+9	+7	San Francisco	–6	–8
Los Angeles	–7	–6			

According to one of the department store buyers who enjoys mental arithmetic, this combination is made of a $3.50 wallet and a $5.50 lipstick and compact case, that is a total of $9.00, but it is retailing like wild-fire for $10.00.

From the field of agriculture come two new developments which are suggestive of real economy and perhaps of more efficient management that could have much wider application in other industries. A group of 11 small and medium size manufacturers of farm implements, all of them non-competitive, at least in their primary products, have joined together to form a national sales organization. This new sales organization, called the "Independent Farm Industries," will have headquarters in Chicago and sales offices in New York and Detroit. The new sales organization will provide each of these smaller companies with complete, detailed, national contact with equipment dealers.

The other development is an interesting application applying the principle that in many forms of production maximum cost efficiency can be reached in a relatively small plant, and that further cost reduction can then be reached by geographical distribution of plant units, convenient either to markets or sources of supply.

The extraction of soy-bean oil has been limited to very large plants, any one of which has been located at very long distances from certain areas where soy-beans are proving profitable. Through the development of the new solvent, which extracts the oil out of the soy-bean, it is now possible to build a small unit, prefabricated plant which can operate as efficiently as the big centralized extract plants.

A Minneapolis company has designed these new prefabricated plants, which can now be erected in local communities by groups of farmers or elevator operators with an investment of $75,000 to $100,000. This means a possibility of plants within trucking distance of all important soy-bean areas and consequently, huge savings in freight cost.

Backward Packagers

The ten "most backward" American industries, as judged from a package design standpoint, were named by Ben Koodin, of Koodin-Lapow Associates, New York industrial design firm, in a talk before a group of advertising executives recently.

The industries named were textile, tobacco, hardware, paint, candy, sporting goods, beverages, animal feed, office supplies, and games and toys.

All these industries, Mr. Koodin stated, are identified by a failure to utilize or apply to their products the sound packaging methods used, for example, in the drug and perfume fields.

According to Mr. Koodin, some of these industries have made great progress technically in regard to their product, but the consumer would never guess it from looking at the packaged product he is offered. Product improvement is wasted to a large degree, if it is not reflected in the package's dress or felt by the consumer.

Since the industry is entering upon a buyers market, in which the consumer scouts around for a product which he feels most nearly meets his demands, the package is the most obvious as well as the most effective medium of communication through which the manufacturer can tell the story and advantages his product holds for the consumer.

NEW PRODUCTS AND NEW PACKAGES

RAYVE claims to take the guesswork out of home permanents with the new Dial-a-Wave Chart, an exclusive feature of the new Rayve Home Permanent kit which will be introduced this month.

REXALL'S White Mink, a new line of perfumes and colognes, bows to the public with a bright new label designed by Richard M. Krause, Inc.

SCHERING CORPORATION releases to the medical Profession Gramicidin, the principal active fraction of the antibiotic agent, tyrothricin. In its various forms, Gramicidin is introduced in Gramoderm, an antibiotic skin ointment; Graminasin, a nasal decongestant and Gramozets, antibiotic anesthetic troches.

NAYLON prices for early Spring promotion its new "Two for One" set, combined in a cabana-type scallop-edged gold and red box. "Two for One" is a matched duo of Nail enamel and lipstick.

OWENS-ILLINOIS GLASS COMPANY has designed a new dropper service bottle featuring Beehive nipples. These bottles, with appropriate cartons, come in the regular and the DeLuxe services, and are available in one-fourth, one-half, one and two ounce bottles in one dozen and two dozen packings.

VENIDA offers hair tone in tubes and jars. Hormones for the Hair contains 75 hundred units per ounce of estrogenic hormones in combination with lanolin and other softening ingredients.

HELENE CURTIS has adopted a new design for its creme shampoo for all three sizes put out by the company.

The shampoo tested recently in the new jars resulted in increased sales a company spokesman said. The scalloped tiers of glass of the new shampoo jar follows a similar design used for "Suave" bottle. The product was formerly in a plain, round jar.

CHEN YU goes to market in a new "China Tea" package designed in plastic by EGMONT ARENS ASSOCIATES. The packages come in a variety of colors and are suitable for re-use as notions receptacles.

SCHERING CORPORATION adds Micropellets Progynon, an aqueous suspension of estradiol, to its extensive line of hormone preparations. The active constituent of Micropellets Progynon is estradiol, U.S.P. XIII, the pure microcrystalline follicular hormone, indicated for use in meeting depressed, insufficient or absent ovarian estrogenic activity.

PARFUMS CHARBERT, INC., appears with striking new labels for its "Breathless" and "The French Touch" colognes. The new labels, designed by Richard M. Krause, Inc., are printed in black and gold. An important feature of the label is an impervious-to-alcohol chemical treatment.

BETTY LEE suggests extra usefulness for sample size packages of Skin Lotion. They fit the handbag. Six ounce and one ounce bottles, designed by FOSTER-FORBES GLASS COMPANY, boast matching caps and labels in a "get acquainted" combination.

PARFUM LORLE, INC. is about to introduce to the counters the Lorle Perfume Pinbuds, a new interpretation of perfume-in-a-capsule. Pinbuds are designed to fit the feminine purse on all counts. The perfume is encased in plastic beads, packed in handy glass vials. When needed one such bead may be taken out and touched with a pin for use at a strategic moment.

THE HOUSE OF TANGEE introduces Tangee Glamourizer, an aid to grooming. Glamourizer is a combination of a lipstick and a perfume atomizer in one case. A choice of seven shades of lipstick is offered.

NORTHAM WARREN CORPORATION offers two new Nail Brilliance Deals to retail druggists. The first, a new lucite combination display stand and color chart including ten polish shades, plus base coat and six matching Cutex lipsticks, is designed for retailers who have not stocked Nail Brilliance. The second is suited to the seasoned retailers and contains a selection of polish and matching lipstick together with a new color chart which ties in with the current national advertising. Star Bright is the new color offered by Cutex.

WINTHROP-STEARNS INC. has added a new 15 milligram tablet of Isuprel, the bronchodilator for treatment of bronchial asthma. This convenient dosage form is available in bottles of 50's and 500's. The originally introduced 10 milligram tablet also is being continued. Both are for sublingual administration. A new large dosage size of the Winthrop-Stearns Vitamin E, Tofaxin, representing 100 milligrams of alphatocopherol is now available in bottles of 100's and 500's.

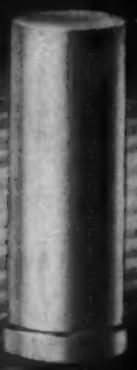
KAYNAR MFG. CO., is introducing a complete home hair-styling kit, known as LE-200. The set contains "Lady Ellen" pin curl clips, creme shampoo with lanolin and hair conditioner. A hair-styling booklet is included with each kit put out by the Los Angeles firm.

DANA PERFUMES bring out "Platine" and "20 Carats" in miniature. Designed as an exact replica of the larger sized bottles, the miniatures contain two drams of odor.

SCHERING CORPORATION announces Thalamyd, a bactericidal locally active in the intestine and the intestinal wall. Thalamyd, the active constituent of which is phthalylsulfacetimide, has extremely low intrinsic toxicity.

Broder does it again

COMPLETELY REVOLUTIONARY



PRECISION PROPULSION

4 PIN CUP SWIVEL LIPSTICK CONTAINER*

Wholly different from anything ever made

Fool-proof mechanism as accurate and velvet-smooth as a precision watch movement

ALWAYS

- Eliminates cup wobble.
- Prevents shearing and taking off sheen of filler.
- Completely locked in four places at all times.
- Cup rides on 4 pins on a double track.
- No jamming — Pins cannot slip out of track
- Eliminates returns due to faulty or defective mechanism.

Plus BRODER patented Free Wheeling . . . the cup which rides up or down ONLY when the cap is off. Gives you a NON-SMUDGE CAP.

In Rich Low DeLuxe All-Polished Brass protected by a Startling New NON TARNISH Lacqeur

LOOKS BETTER . . . WORKS BETTER . . . COSTS LESS

PHONE . . . WIRE . . . WRITE

BRODER INDUSTRIES

INCORPORATED

*Pat. Pdg.

55 FERRIS STREET, BROOKLYN 31, N. Y. • MAin 4-3772

NEW YORK SALES OFFICE • 565 FIFTH AVENUE • MUrray Hill 8-4270

USED EVERYWHERE BY EVERYBODY

Anchor* C. T. Caps

FOR an economical, dependable airtight and leakproof seal, nothing beats the *Anchor* C. T. Cap. That's one reason it's "Used Everywhere By Everybody".

Its scientifically designed deep rolled thread gives cap smooth spin-on action which results in fast, low cost application. And this thread improves holding qualities on min. glass, permits ample clearance over glass thread and prevents binding. That's another good reason why it's "Used Everywhere By Everybody".

In application, the *Anchor* C. T. Cap thread contacts underside of glass thread and exerts an even downward sealing pressure on the liner, effecting a uniformly tight and dependable airtight and leakproof seal.

Housewives like the *Anchor* C. T. Cap because it's so easy to remove and replace and because it protects contents until entirely used.

*Reg. U. S. Pat. Off.

ANCHOR HOCKING
GLASS CORPORATION
Lancaster, Ohio

IN UNSCRAMBLING

It's shock-resistant Anchorglass*

UNSCRAMBLERS start the ball rolling for glass production line speeds up to 400 per minute. But here at unscrambling tables glass containers are subjected to more than one of many shocks. Glass must be exceptionally tough and strong to take them. *Anchorglass* containers are. They successfully withstand the shock of dumping and the chatter and jangling as they are herded on to conveyors.

Anchorglass containers' high level performance in unscramblers is the result of improvements in container design; consistency in manufacture; uniform distribution of glass; accurate temperature control in annealing; quality control through laboratory tests and regular inspections in every plant, and in Anchor Hocking's constant emphasis on higher manufacturing standards.

Anchorglass containers are available in all popular styles and capacities, in crystal, amber or emerald green glass to suit your particular packaging needs.

*Reg. U. S. Pat. Off.

ANCHOR HOCKING
GLASS CORPORATION
Lancaster, Ohio

try these for "Size" . . .

From these four basic types of unit packaging can be developed a limitless number of outstanding packages for every use, in any desired capacity, using whatever packaging material is best suited to your product. In every case you have the economy, convenience, attractiveness and protection which is approached in no other package — plus our contract packaging service which relieves you of endless detail and assumes full responsibility for your packaging problems.

Then Carefully Consider the Endless Adaptations of

*Sanitape-Sealtite Packaging

SAMPLING PACKAGES

STANDARD SALE PACKAGES

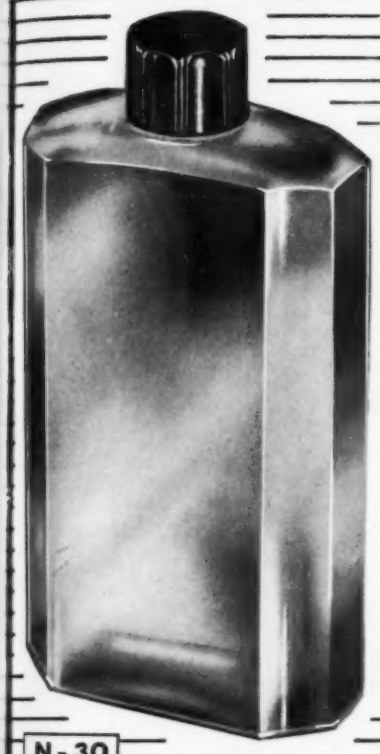
1001 UNIQUE AND OUTSTANDING PACKAGES FOR PILLS, POWDERS, CREAMS AND LIQUIDS

* Sanitape-Sealtite is a unique method of packaging pills, tablets, capsules, creams and powders, by which each unit or unit dose is sealed in its own air-tight compartment—assuring convenience, protection and maintained efficacy. Packages, methods and machinery fully covered by United States and Foreign Patents, and Patents Pending.

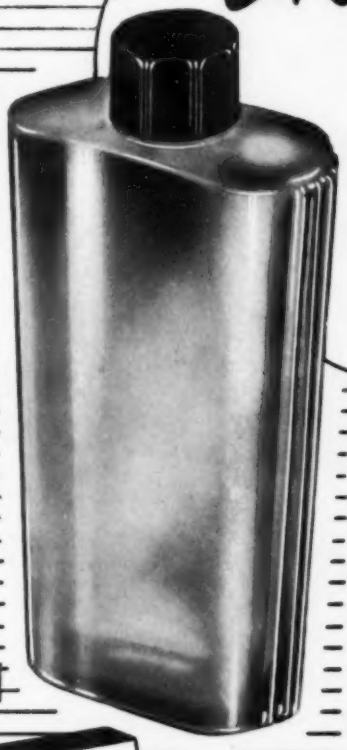
IVERS-LEE COMPANY • 215 CENTRAL AVE., NEWARK, N. J.

FOUR OUTSTANDING STOCK BOTTLES

available in all popular sizes



N-30



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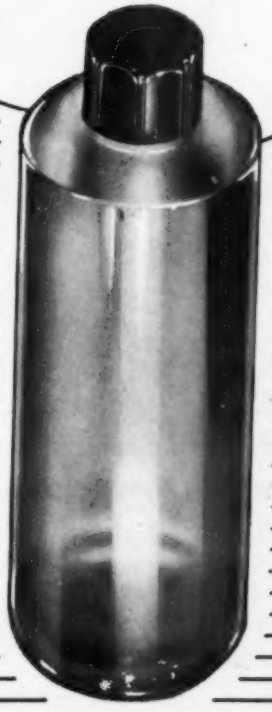


L-33

C-39

Here's the short cut to smart packaging—an artistically designed Swindell stock bottle plus your distinctive label.

Shown here are four of the many stock bottles available for quick delivery in popular sizes ranging from ⅛ ounce to 16 ounces.

SWINDELL BROS., BALTIMORE, MD.

200 FIFTH AVENUE, NEW YORK

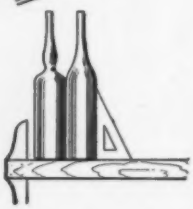
ROBERTO ORTIZ, HAVANA, CUBA

When you think of bottles think of

Swindell

Three symbols of superiority

Coby ampoules are "vacuum-free before snipping." Glass dust that results from snipping operation is *not* sucked within the ampoule. It is, rather, readily drawn up and carried away by giant dust collectors attached to each cutting bench.



Coby ampoules stand up straight without support. Ampoule necks are more concentric with filling needles, and machine-filling is more rapid, and accompanied by less breakage.

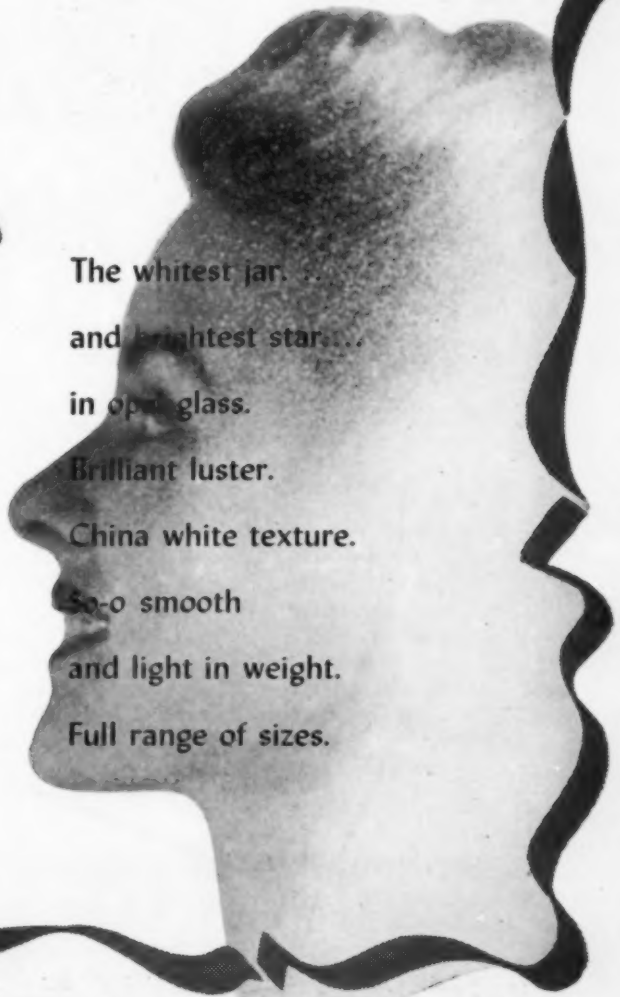
Coby ampoules are carefully calipered to ensure greater uniformity of inner volume. When subsequently filled and sealed, Coby ampoules aid materially in finishing the package that "sells on sight".

Coby engineers are constantly developing improvements that continue to make the Coby ampoule a better ampoule. Descriptive circular and price list of regularly stocked ampoules available on request.

Write Dept. C

THE COBY GLASS PRODUCTS CO.
ATTLEBORO, MASSACHUSETTS - U. S. A.

Presenting CERAMA *glass*



The whitest jar. . .

and brightest star. . .

in opal glass.

Brilliant luster.

China white texture.

So-o smooth

and light in weight.

Full range of sizes.

Wheaton GLASS COMPANY

MILLVILLE, NEW JERSEY - U.S.A.

New York Office - 165 Broadway Chicago Office - 221 North LaSalle Street

Bottle by Carr-Lowrey

This Rigaud advertisement is appearing in current issues of trade papers in the perfume field. To be thus identified with this new Rigaud package is more than gratifying. It is also evidence of the confidence and satisfaction which has been built up through a business relationship extending over many years.

CARR-LOWREY GLASS CO.

Manufacturers of fine quality machine made and handmade flint glass containers.

Factory and Main Office: BALTIMORE 3, MD. • *New York Office:* 40 W. FORTIETH ST. • *Chicago Office:* 1502 MERCHANDISE MART

Step up your Product's SELLING POWER

Check the package your product appears in for the selling qualities it should possess. Rate it for immediate *eye appeal,* for the well-groomed appearance that skillful design and application impart. Score it for distinctive *shape,* and for customer *confidence* in the protective qualities of its materials and construction. Add to these ratings your requirements for a reliable and cooperative source of supply, and your findings will point clearly toward lithographed metal containers — as produced by National Can.

When you call in National Can, you benefit from nearly fifty years of experience in the fabrication and processing of metal containers. Moreover, you have at your command a complete lithography service, set to help boost your product's selling power through more striking design and layout, improved color and art.

Yes, there's a *bonus* in doing business with National Can, a bonus that pays off for you in better sales. To learn more about this complete container service and supply, just call our nearest sales office or plant.

7170

NATIONAL CAN
CORPORATION

Executive Offices: 110 EAST 42*nd* STREET, NEW YORK 17, N. Y.

Sales Offices and Plants: Baltimore, Md. • Indianapolis, Ind. • Chicago, Ill. • Maspeth, N. Y. • Hamilton, Ohio • Canonsburg, Pa. • Boston, Mass. • St. Louis, Mo.

GIVE YOUR PRODUCT Shatterproof PROTECTION with LUSTEROID Vials and Tubes

Customers appreciate products packaged in Lusteroid. They know that these products are *safe* from accidental roughness in handling because Lusteroid will not break.

It's worth looking into Lusteroid for product protection *and* distinctive packaging. There's economy in handling, labeling, packing and shipping. All colors of the rainbow—clear or opaque. Sizes from ¼" to 1¼" in diameter and lengths up to 6" with cork, slip-on or screw-cap closures.

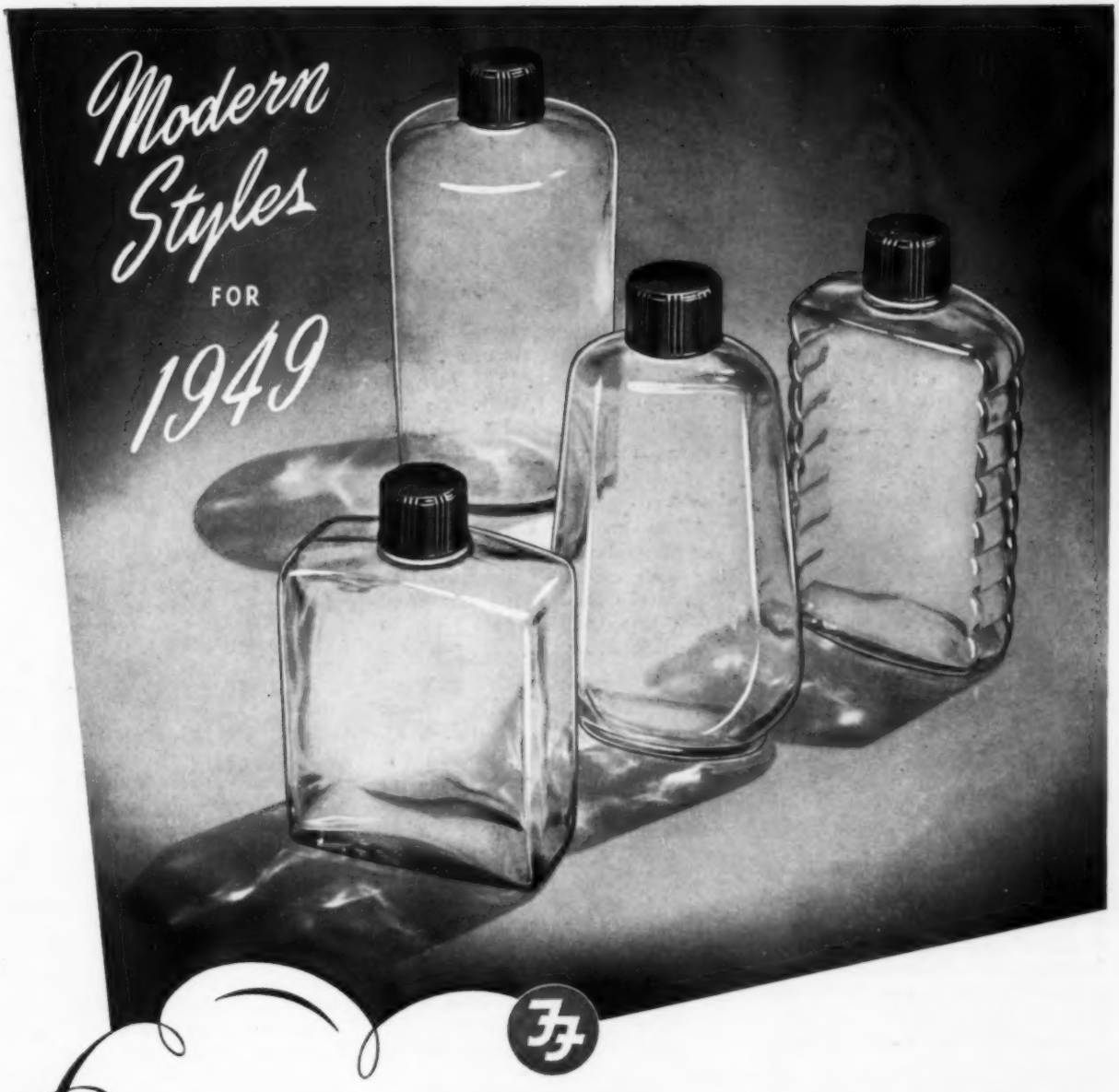
Write for descriptive bulletin.

LUSTEROID CONTAINER COMPANY, INC.
10 Parker Avenue, West
Maplewood, New Jersey

Top off YOUR BOTTLE OR JAR with a RICHFORD METAL CLOSURE

Any Size *Plain or Embossed* *Any Shape*
or
Designed and Manufactured to your Specific Requirements

RICHFORD CORPORATION
221 Fourth Avenue, New York City



SEND FOR CATALOG OF DESIGNS

FOSTER • FORBES

Cosmetic Bottles

Glass Packaging of Distinction

SALES OFFICES

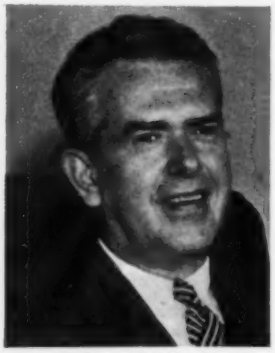
Kansas City, Detroit, Chicago, Cleveland, Milwaukee, Cincinnati, Louisville, St. Louis, Atlanta, St. Paul, New York, Memphis, Havana, Cuba

FOSTER-FORBES GLASS COMPANY, MARION, INDIANA, U.S.A.

NEWS...

John Powell Honored

More than 150 associates and other friends paid tribute on December 16 at the Vanderbilt Hotel to John Powell, president of John Powell and Company, Inc., New York. The occasion marked



JOHN POWELL

the completion of plans started some time ago for the acquisition of his interests in the company by his associates William J. Pollert, H. Alvin Smith and Dr. Alfred Weed, who now assume complete control of the company. The new owners stated that they would continue their own active management of the business as it has been in recent years and that there would be no change in either the financial or operating set up of the organization.

Highlight of the evening was the presentation of a Pan American World Airways ticket for a trip around the world, a gift from the company as a token of affection to Mr. Powell.

H. Alvin Smith, executive vice president, was the first to speak in tribute to Mr. Powell's leadership in the insecticide field. Mr. Smith introduced Ira P. McNair, publisher of Soap Magazine and Agricultural Chemicals Magazine, who acted as toastmaster.

Mr. Powell has been associated with the Insecticide industry for more than 35 years, and the company that bears his name is celebrating its Silver Anniversary.

Heads Lambert Co.

E. T. T. Williams, president of the Lambert Pharmacal Company, took office as president of The Lambert Company, January 1, 1949. He will continue as president of the Lambert Pharmacal Company and will make his headquarters at 9 Rockefeller Plaza, New York.

At the same time, it was announced that Stawood Morrill, vice president in charge of sales and advertising, Lambert Pharmacal Company, had transferred his headquarters from St. Louis to Rockefeller Plaza.

Dr. Frolich Appointed V.P. of Merck

Dr. Per K. Frolich, director of research and development for Merck & Company Inc., has been appointed vice president for research and development for the company.

A former president of the American Chemical Society, Dr. Frolich joined Merck in 1946 as coordinator of research. In July 1947 he was made director of research and development. Dr. Randolph T. Major, who preceded Dr. Frolich as director of research and development, continues as vice president and director of all scientific activities of the company.

Moore Mid-Western Rep.

John Hudson Moore, Inc., has announced the appointment of George O. Prout, recently of Yardley, to be its representative in Missouri, Kansas, Minnesota, North and South Dakota, Iowa and Nebraska. Mr. J. W. Stevens, previously the representative in this area, has taken over Michigan and Wisconsin territory.

Eddy Resigns from Kimble Glass

Maxson A. Eddy has resigned as vice-president in charge of production of the Kimble Glass Division of the Owens-Illinois Glass Company. Mr. Eddy has not announced his future plans.

Marsters To Step Down

M. C. Eaton, president of The Norwich Pharmaceutical Company has announced the appointment of Ernest L. Violon to head the special sales division of the company, replacing Guy L. Marsters, company vice president, who has resigned due to ill health.

Mr. Marsters, nationally known in the drug field and longest service employee of the company asked to be relieved from his executive duties because of his poor health. The period of his association with Norwich covers forty-five years. He joined Norwich as an office boy in 1904 and within five years he had advanced to timekeeper and then to general purchasing agent.

GUY L. MARSTERS

His responsibility for Norwich purchasing continued until 1946 when he swung his full effort to export and manufacturer's sales work.

Mr. Violon has been with the company for over nine years and has been in charge of the chain store division, over which he will continue to have supervision, along with his new duties.

Huisking Acquires Robinson Bros.

Chas. L. Huisking & Company, Inc., has purchased an interest in Robinson Brothers Buffalo Ammonia, Inc., 255 Randolph St., Brooklyn, N. Y., and will actively manage the company. The Robinson Company, established in 1893, are producers and distributors of industrial and fine chemicals.

The name of the company has been changed to Robinson Brothers Chemicals, Inc., in order to indicate the scope of the business of the firm.

Chas. L. Huisking & Company, Inc., are represented on the board of directors, and by the following officers: William W. Huisking, vice president; Richard V. Huisking, secretary and K. A. Koehler, treasurer.

Reed Heads Cosmetic Chemists

Raymond E. Reed, vice president in charge of research and development for the Toni Company, was elected president of the Society of Cosmetic

RAYMOND E. REED

Chemists for 1949. Other officers elected were Theodore Rider, vice president; Ruth R. Bein, secretary, and Emery A. Emerson, treasurer.

Associated with Toni since 1947, Mr. Reed previously was director of cosmetic research for the Warner-Hudnut Companies. From 1941 to 1946, he held the same position in Raymond Laboratories Inc., St. Paul, Minn.

Lloyd Brothers Sold

Lloyd Brothers, Pharmacists Inc., Cincinnati, has been sold to Robert H. Woodward and associates. Mr. Woodward has had the organization under his direction since August 1946, when he was elected president and treasurer.

Lloyd Brothers is one of the oldest pharmaceutical manufacturing firms in the country, having been founded in in 1870 by Dr. John Uri Lloyd. The present transaction involves the acquisition of the company's entire capital stock by the present management.

Luckman Decorated by French

Charles Luckman, formerly chairman of President Truman's Citizens Food Committee, was decorated December 6 with the ribbon of a "Chevalier" in the French National Order of the Legion of Honor by Ambassador Henri Bonnet.

Ambassador Bonnet, in presenting the award, described Mr. Luckman, as "the moving spirit implementing the generosity of President Truman and the touching impulse of the American people themselves in aiding European recovery."

Currently, Mr. Luckman is serving as a member of the Committee on Equality of Treatment and Opportunity in the Armed Forces, established by President Truman.

Ruth Roburn Appointed Ad. Director

Nathan Kasdan, president of Majestic Metal Specialties, Inc., has appointed Ruth L. Roburn director of advertising and merchandising for that organization.

For the past two years, Mrs. Roburn has conducted her own business as consultant in advertising and publicity. At one time she was advertising manager for Jacqueline Cochran.

Winter Joins Powell Co.

Charles R. Winter, formerly with U. S. Rubber, has joined John Powell & Company, Inc., as regional sales manager for the North Central states. His headquarters are in Chicago.

Dr. Killheffer Head SOMA

Dr. Elvin H. Killheffer, E. I. duPont de Nemours & Co., was elected president of the Synthetic Organic Chemical Manufacturers Association at the annual meeting held in December. Other officers are: Vice-presidents, Dr. Wylie M. Billing, Hercules Powder Company, and Dr. Eric C. Kunz, Givaudan-Delawanna, Inc.; treasurer, Charles M. Richter, Pharma Chemical Corporation; members of board of governors, John P. Remensnyder, Heyden Chemical Corporation, and Benjamin M. Van Cleve, Sherwin-Williams Company. Charles A. Mace, secretary for many years, has been retired to a consulting status because of ill health. He has been replaced in the position of secretary by Stewart Graff who has been his assistant for some eight months.

HERBERT A. STRATE

Strate on Strong Cobb Board

Herbert A. Strate, vice president in charge of sales, Strong Cobb & Company, Inc., Cleveland, has been elected to the board of directors of the company.

Berry Heads McKesson & Robbins Advertising

D. C. Berry has been appointed manager of the advertising department of McKesson & Robbins, Inc., succeed-

D. C. BERRY

ing L. M. Van Riper who died December 3.

Before joining the McKesson organization in 1944, Mr. Berry had for a number of years been connected with the advertising business, first with Barton, Dusstine and Osborn which he joined in 1926 and later with the Erickson Company. Previous to his association with McKesson & Robbins he was assistant advertising manager of Schieffelin and Company.

Pfizer Adds to Research Staff

Morton Harfenist, who recently received his Ph. D. in organic chemistry at the University of Illinois, has joined the research staff of Chas. Pfizer & Company Inc.

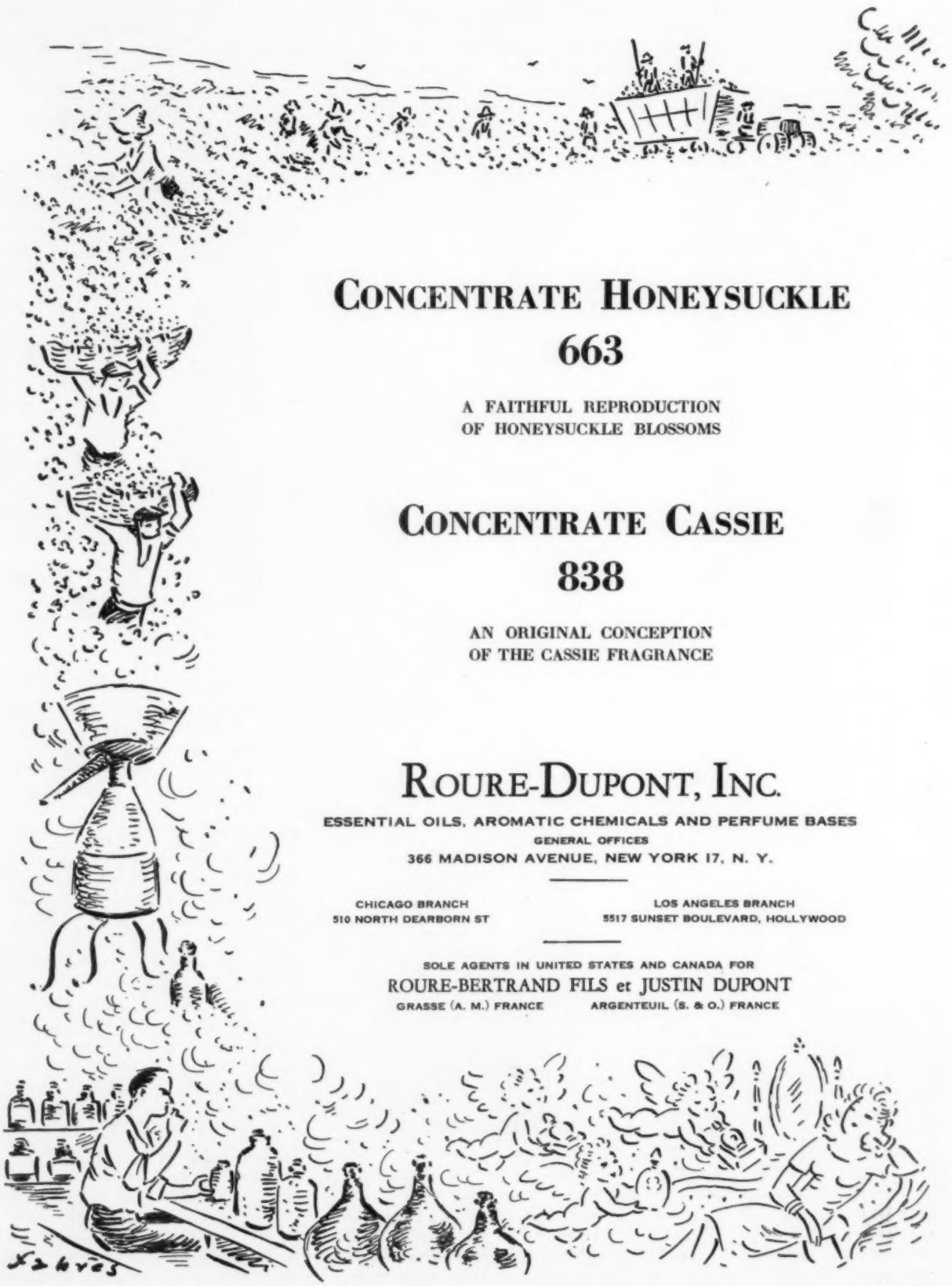
Schering Expands Field Service

The addition of fifteen new representatives to Schering Corporation professional service staff has been made known by Francis C. Brown, president.

Twelve of the new representatives have been assigned to the domestic sales division for service in various territories throughout the country. Three are training for Schering foreign sales.

Lakeside in New Eastern Site

Lakeside Laboratories, Inc., has announced that effective January 1, its Newark branch will move into its own new building at 84 Central Ave., Newark, N. J. The new branch will house the order, shipping and billing department for the Newark branch, and also serve as headquarters for the sales offices of Lakeside's eastern division.



CONCENTRATE HONEYSUCKLE 663

A FAITHFUL REPRODUCTION
OF HONEYSUCKLE BLOSSOMS

CONCENTRATE CASSIE 838

AN ORIGINAL CONCEPTION
OF THE CASSIE FRAGRANCE

ROURE-DUPONT, INC.

ESSENTIAL OILS, AROMATIC CHEMICALS AND PERFUME BASES

GENERAL OFFICES
366 MADISON AVENUE, NEW YORK 17, N. Y.

CHICAGO BRANCH
510 NORTH DEARBORN ST

LOS ANGELES BRANCH
5517 SUNSET BOULEVARD, HOLLYWOOD

SOLE AGENTS IN UNITED STATES AND CANADA FOR
ROURE-BERTRAND FILS et JUSTIN DUPONT
GRASSE (A. M.) FRANCE ARGENTEUIL (S. & O.) FRANCE

Hudnut Purchases Chen Yu

Morris L. Levinson, president of Chen Yu, Inc., has announced the sale of the Chen Yu business to Wm. R. Warner & Co., Inc., who will operate it through its affiliate Richard Hudnut Sales Co. The sale did not include 5 Day Deodorant Pads or Quickie Facial Cleansing Pads, which items will continue to be made and sold by a division, headed by Mr. Levinson, which will be known as 5 Day Laboratories, Inc.

The purchase price was not disclosed, but it was indicated that it was an all cash transaction. It was also confirmed that the company had sold the operation of its subsidiary, Parfums Evyan Distributors, Inc., to Evelyn Westall in New York as of November 20, 1948.

It is just about one and one half years ago that Nathan Cummings came in possession of Associated products, Inc., (whose name was changed to Chen Yu, Inc.). The entire operation of the business has been under the direction of its president Mr. Levinson, and he will continue as its operating head and one of its principal stockholders. The name of Chen Yu is to be changed back to Associated Products, Inc., but all 5 Day and Quickie operations would be conducted by 5 Day Laboratories, Inc.

Charles A. Pennock, president of the Hudnut Sales Company, Inc., stated that Chen Yu will be maintained as a separate operating division with its own program of distribution. The key personnel of the Hudnut Sales Company will head the new subsidiary. Headquarters of Chen Yu, Inc., will be at 113 W. 18th St., New York.

Heads Kimble Glass Sales

E. B. Dennis, Jr., has been named general sales manager of Kimble Glass, division of Owens-Illinois Glass Company. K. G. Hewitt, office manager of the Kimble Philadelphia branch office succeeds Mr. Dennis as sales manager of the container and accessories division.

Mr. Dennis joined Kimble as a salesman in 1933 and became New York branch sales manager in 1940. He was named container division sales manager in 1941 and served in that capacity until Kimble became a division of the Owens-Illinois Glass Company in 1947.

Mr. Hewitt is a native of Burford, Ontario. He joined Kimble in 1923 in the accounting department. In 1928 he joined the sales force in charge of the Philadelphia territory. He established the present Kimble Glass branch in Philadelphia in 1935.

Vanderkleed Drug Adviser to Nat'l Resources Board

Dr. Charles E. Vanderkleed has been appointed as a consultant in the drug and pharmaceutical industry for the medical services and chemical and rubber divisions of the National Security Resources Board. These divisions are directed respectively, by Dr. James A. Crabtree and William T. Hack.

Dr. Vanderkleed will be in charge of the review of the controls which were in effect for this industry during World War II to determine to what extent changes are necessary. He will also review the possible supply-requirements balance for individual materials to determine potential bottlenecks and formulate plans for improving production where necessary.

Pacini Heads T.G.A. Scientific Sec.

At the December meeting of the Scientific Section of the Toilet Goods Association, Inc., Dr. Albert B. Pacini was elected vice chairman of the Section. Dr. Pacini, is chief chemist of Prince Matchabelli Inc., and is well known in the industry for his services to the War Production Board as consultant to the Cosmetic Division.

Executives, department heads and sales representatives of Fritzsche Brothers Inc., attend luncheon meeting at Hotel New Yorker, during annual December sales conclave.

Purepac Reopens in Chicago

The Purepac Corporation has opened warehouse facilities at 3134-38 West Chicago Ave., Chicago. The warehouse will provide service to distributors in the mid-western area. At the same time the Purepac Corporation has announced the appointment of Alfred C. McDonald formerly with the Nyal Company, as sales representative for New England and upper New York State.

A.C.C.C.E. Elections

The Association of Consulting Chemists and Chemical Engineers, Inc., has named for 1949 as executive secretary and assistant treasurer, Robert T. Baldwin, and A. B. Bowers as assistant executive secretary.

Revised Cutter Sales Set-Up

Coordination of all Cutter Laboratories marketing activities has resulted in the creation of a sales and advertising division headed by Donn R. Court as director. Under the revised setup, Gordon W. Monfort is advanced from advertising manager to advertising and promotion manager, coordinating three newly formed departments, hospital sales, pharmaceutical sales, and veterinary sales. Reading these new departments are, respectively, C. M. Wilcox, William O'Neill and Guy Railsback D. V. M. Dr. Jim Jacks will continue as supervisor of veterinary field research.

In the revised structure, Orville Nuffer, manager of the Chicago district, is promoted to the position of administrative assistant to Mr. Court.

Fred Hecker, who retains his position as New York district manager, also directs company contacts in the Eastern states with governmental and other special accounts.

Cutter Laboratories International, the wholly owned subsidiary which handles the company's export business, remains in this group under the administration of R. H. Steuben.

MCA Names Crass

M. F. Crass, formerly assistant secretary of the Manufacturing Chemists Association has been named acting secretary. The appointment of Mr. Crass follows the vacancy left by the death of Warren Watson.

In each of these great centers of the Soap, Perfumery and Cosmetics industries there is a Chiris company, with a complete production and distribution service. These companies pool all the experience and technical resources which nearly 200 years of outstanding leadership in the World's Essential Oil and Aromatic industries have made available to the House of CHIRIS.

ANTOINE CHIRIS Co., Inc.

119 WEST 57th STREET, NEW YORK 19, N. Y.

ESTABLISSEMENTS ANTOINE CHIRIS
GRASSE-PARIS

ANTOINE CHIRIS, LTD.
LONDON

Can Mfrs. Institute Elect Heekin

The Can Manufacturers Institute has announced the election of Dan M. Heekin as president of the organization for 1949. Mr. Heekin, president of the Heekin Can Company, Cincinnati, re-

DAN M. HEEKIN

turns to the office he previously held as president of the Institute when it was first established in 1938.

Mr. Heekin has been connected with the can industry for thirty-eight years. During this time he has been active in the company his father founded in 1901. A graduate engineer of Purdue University, Mr. Heekin spent four years in the plant as a laborer and later played an important role in developing the technology of can-making.

The Can Manufacturers Institute has re-elected the following officers for 1949: H. Ferris White, executive vice president, Clifford E. Sifton, secretary and treasurer. Harold H. Jaeger continues as advertising director.

Pennsalt Subsidiary to Handle Foreign Activities

Leonard T. Beale, president of Pennsylvania Salt Manufacturing Company has announced the organization of Pennsalt International Corporation, a subsidiary, which will take over the varied foreign interests of the parent company. Richard L. Davies is president of the new firm and John H. S. Barr is vice president.

The new company will import and export chemicals and raw materials. In addition it will exchange technical information relating to chemical processes with American and foreign industry.

Mr. Davis who joined Pennsalt in 1934, is a Yale graduate and during the war was a civilian scientific consultant to Chemical Warfare Service in the European Theater.

Mr. Barr, vice president, is a graduate of Lehigh University and joined Pennsalt in 1929. He became export manager in 1944 when the export division was established.

Sterling Resells Plant to McKay

The Sterling plant at East Toledo, sold in 1947 to Sterling Drug, has reverted to its former owner, the McKay-Davis Company.

The repurchase was announced by Thomas F. Donofrio, vice president and treasurer of the McKay-Davis concern. He said that the plant would be used for penicillin manufacture, and other drug and chemical items.

The plant, which covers five acres, was taken over by McKay-Davis in 1945. The installation was acquired by Sterling for $500,000 in common stock. Sterling dismantled the factory and removed the machinery to a plant in Cincinnati.

The price of repurchase, covering the grounds and empty buildings was reported to be $60,000. The firm is planning to invest $30,000 for renovation.

Weedon Resigns

Charles J. Weedon has resigned as president of Scott & Browne and of its associated companies. The other concerns headed by Mr. Weedon were Beecham's Pills, Inc., the County Perfumery Company, and J. C. Eno, Inc.

It was also announced that Mr. Weedon resigned as chairman of the board of Ritchie and Janvier, the organization that acts as sales agency for the other companies.

Named to Continental Can Board

George P. Edmonds, president of the Wilmington Trust Company and former Delaware state senator, has been elected a member of the board of directors of Continental Can Company. Mr. Edmonds was formerly president of the Bond Crown and Cork Company, a wholly owned Continental subsidiary.

Completes 25 Years With Lueders

With the completion of twenty-five years in the service of George Lueders & Company, Winifred Sargent has become the forty-second member of the Veterans Association of that company.

Emulsol Pesticide Service

A pesticide advisory service has been appointed by The Emuslsol Corporation, Chicago. The service is located at 37 Wall St., New York and is headed by Melvin Goldberg.

Winthrop-Stearns Rep.

L. R. Patton, Jr., has been named sales representative in the Buffalo area for the combined Special Markets and Industrial Division Winthrop-Stearns Inc., it has been announced.

L. R. PATTON, JR.

Mr. Patton, a graduate of the University of Texas, served with the Air Forces in Italy during the war, most recently he was chief chemist with Texas Star Mills, Galveston.

Braun, President of Murine Co.

James B. Braun has been elected president of Murine Company, succeeding Frank G. Hall, who becomes chairman of the board.

Dr. Harvill Named Director of Control

H. G. Terwilliger, president of the Ernst Bischoff Company, Inc., Ivoryton, Conn., has announced the appointment of Dr. Edward K. Harvill as director of control. Dr. Harvill was recently made a vice president and director of research.

Moorehead Heads Florasynth Lab in Canada

H. E. Moorehead was elected a director and placed in charge of sales for Florasynth Laboratories (Canada) Ltd., at a board of directors meeting held in Montreal. He has been associated with the company for a number of years.

Pfizer Appointments

John L. Smith, president of Chas. Pfizer and Company, has made known three important promotions that recently have taken place to place the company's younger executives in position's of larger responsibility.

John L. Davenport has been named vice president in charge of production. John E. McKeen named executive vice president, and Fred J. Stock, appointed vice president in charge of sales.

Announcing two forthcoming books of importance to all educational, professional, and business interests of American Pharmacy

These reports are sponsored by a distinguished committee representing colleges and schools of pharmacy, state licensing boards, pharmaceutical industries, the Federal government, and the public. W. W. Charters, Stephens College, is chairman of the committee.

THE GENERAL REPORT OF THE PHARMACEUTICAL SURVEY

A Committee Report

Edward C. Elliott, Director

The complete findings, factual data, and recommendations of an intensive 2-year national survey of pharmacy education, practices, and services. Problems of curriculum, student personnel, examination and licensure, the retail pharmacy, and other phases of pharmacy are explored; opinions of alumni, faculty, practicing pharmacists, and physicians point up the lessons to be learned. The volume gives the factual data utilized in making extensive recommendations for continuing improvement and includes these recommendations in full.

About 300 large pages, charts, tables, diagrams. Cloth. To be published Spring 1949. $7.50

Special price on orders received before April 1, 1949, $6.00.

THE PRESCRIPTION STUDY OF THE PHARMACEUTICAL SURVEY

★ ★ ★

by J. Solon Mordell

The most significant study yet made of physicians' prescriptions. A comprehensive and detailed presentation of the constituents of more than 13,000 present day prescriptions assembled from 220 pharmacists located in 186 communities in 39 states. Colleges of pharmacy, manufacturers and distributors, and colleges of medicine will find this study invaluable.

About 350 large pages, tables. Paper. To be published February 1, 1949, $7.50.

Special price $6.00 on orders received before April 1, 1949.

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P. J. CARDINAL

DR. FURTER

R. A. HARDT

Hoffmann-LaRoche Names VP's

Paul J. Cardinal has been appointed vice president in charge of the bulk vitamin division of Hoffmann-LaRoche, Inc., it has been made known by L. D. Barney, president of the company. Mr. Cardinal has been with the company since 1924.

At the same time it was announced that Dr. Max F. Furter, who joined the company in 1939, was appointed vice president in charge of pharmaceutical research and production and Robert A. Hardt, who became associated with the company in 1946 was made vice president in charge of sales and advertising.

Robert Magnus on N. Y. Board of Trade

Robert B. Magnus, vice president of Magnus, Mabee and Reynard Inc., has been elected assistant treasurer of the New York Board of Trade.

Named Director of Snell Inc.

John J. Mahoney has been appointed director of engineering of Foster D. Snell Inc., 29 W. 15 St., New York.

Mr. Mahoney was graduated in chemical engineering by the College of the City of New York in 1940. He joined Snell from the Colgate Palmolive-Peet Company, where he was engaged in chemical engineering work.

Commercial Solvents New Directors

Austin S. Igleheart, president of General Foods Corporation, and Harold H. Helm, president of the Chemical Bank and Trust Company, have been elected to the board of directors of Commercial Solvents Corporation.

Mr. Igleheart was first associated with Igleheart Brothers Inc., which in 1926, joined general foods. Elected General Foods vice president in charge of manufacturing and transportation in 1929, he became successively vice president in charge of sales and executive vice president. In 1943, he became president of General Foods.

Mr. Helm, after graduating from Princeton in 1920, joined the Chemical National Bank and became vice president in 1929, a director in 1941, first vice president in 1946, and president in 1947.

Furman Joins Gane & Ingram

Gerald S. Furman has resigned his position with Merck & Co., and is now vice-president of Gane & Ingram, Inc., New York. Mr. Furman was associated with Merck for 28 years, at one time being sales manager of the New York office of the company, and more recently being director of field representatives.

Johnson & Johnson to Build

Johnson and Johnson, New Brunswick, N. J., has received a building permit from Raritan Township for construction of a $1,185,000 warehouse and office at Raritan, N. J.

Clyde J. Hogan, foreman at the New England Collapsible Tube Company being congratulated by L. T. Sheffield, president, during a dinner held at Lighthouse Inn, New London, Conn., upon the completion of twenty-five years service with the company.

Ungerer Sale Meeting

Representatives from New England, the South, the East and Mid-west were present last month at a three-day sales meeting of Ungerer & Company, New York.

Ivon H. Budd, vice president in charge of sales, was chairman of the meeting. F. H. Ungerer, president delivered the address of welcome. Other speakers were K. G. Voorhees, executive vice president, William H. Dunney, Jr., and William H. Dunney, Sr., chemists, G. V. Branigan, technical director, F. C. Schilling, plant supervisor, Jacques Honan and F. C. Miller.

Sales representatives who attended were: A. A. Bush, N. E. Gallagher, C. T. Perez, J. R. Martin, I. H. Budd, H. Budd, Ira Bennett, W. E. Kell, E. M. Tysdal, J. L. Slais and E. C. Dohrmann.

Heads Industry Charity Drive

Clement C. Mason, secretary-treasurer, Liggett Drug Company Inc., has accepted the Manhattan chairmanship of the consumer goods group in The Salvation Army 1949 appeal. Assisting Mr. Mason as co-chairman will be James J. Clark, vice president, Liggett Drug.

Also assisting Mr. Mason are the following: Richard W. Price, president Hayden Coal Company; Samuel Rubin, president, Faberge, Inc; Robert B. Magnus, vice president, Magnus, Mabee and Reynard, who heads the drugs division.

Resigns Ad. Post

Helen Goldby, who was in charge of Elizabeth Arden advertising for the past year, resigned January 1. Previously Miss Goldby had been advertising and promotion director for Revlon Products Corp.

Schering Appointments

Francis C. Brown, president of Schering Corporation, New Jersey, has made known the appointment of George Babock, Jr., M.D. and Abbott W. Allen, M.D. to the Schering medical staff.

Dr. Babcock studied endocrinology at Rutgers University getting his M.A. in 1943. He was a member of the V-12 Navy programme during 1944 and 1945. He served his interneship at the East Orange General Hospital and has been assigned to the Schering medical service department.

Dr. Allen was graduated from Columbia University's College of Physicians and Surgeons in 1927. He practiced privately from 1931 to 1947, branching into internal medicine, being active in endocrinology and chief of several clinics in that department. He has been assigned to Schering's division of clinical research.

Bartold Named V.P. of Norda Chicago Div.

Norda Essential Oil and Chemical Company, Inc., announces the appointment of Harry C. Bartold as vice president of its entire Chicago division.

Mr. Bartold, started with Norda twenty-five years ago and is thoroughly familiar with all the various phases of the essential oil industry.

Dr. Craige Joins S.K.F.

Dr. A. Henry Craige, Jr., former professor of veterinary physiology at the University of Maryland, has joined Smith, Kline & French Laboratories as a research investigator in the firm's pharmacology section.

Dr. Craige received his V.M.D. degree from the University of Pennsylvania in 1932. In 1938 he became associate in veterinary physiology at that school, and later was employed as a veterinary pharmacologist with the Pitman-Moore Company.

New Sales Dept. for Berje

Berje Products Company has made known the establishment of a new department under the sales managership of Wm. A. Hoffman at the home offices at 366 West Broadway, New York. The new division is to be called the International Department.

Mr. Hoffman was formerly president of Courtier Parfums Inc., and also was with Aromicals Inc. of New York. In his new capacity he will supervise the importation of essential oils and specialties from Austria and Italy.

Arnott Heads Tuteur Sales

Tuteur Bio-Chemicals, Inc., 60 Wall St., have announced the appointment of W. Scott Arnott as director of sales.

For the past ten years, Mt. Arnott

W. SCOTT ARNOTT

was associated with the special products division of the Borden Company, and had been made sales manager of bulk pharmaceuticals on his return from duty with the U. S. Air Forces.

Bell Made VP of Lehn & Fink

Appointment of Hugh Bell as vice president in charge of sales and merchandise of the Lehn & Fink division of the Lehn & Fink Products Corporation has been announced by Edward Plaut, president.

Mr. Bell joined Lehn & Fink in 1927 after graduating from Princeton University. He was named assistant to the president in 1928 and was made a vice president in 1930. He was elected to the board of directors in 1932.

In addition to his duties ad vice president in charge of sales and merchandising, Mr. Bell will continue to supervise all foreign business of the company.

Two in New Pepsodent Sales Posts

Harry D. McQueen has been appointed wholesale sales manager of the Pepsodent division of Lever Brothers Company, and Otto J. Hajek has been named assistant to the general sales manager.

In his new post, Mr. McQueen will be responsible for Pepsodent's entire wholesale operation, and will make his headquarters in Chicago. He has been engaged in the drug and toilet article field for the past twenty-five years. Since 1945, he has served as divisional sales manager in Chicago.

Mr. Hajek joined the Pepsodent organization in 1927. In the twenty-two years of his affiliation, he has served in nearly every phase of the Company's operation. For the past four years he has worked directly with the sales department as a sales assistant. In his new post as assistant to Charles N. Crittenton, general sales manager, Mr. Hajek will make his headquarters in Chicago.

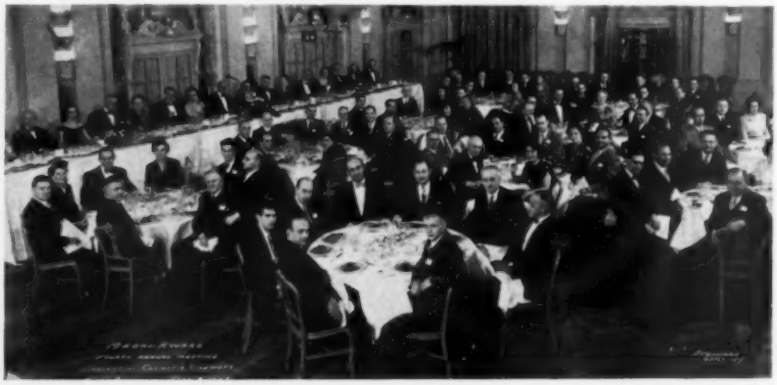
Endo Catalog

Endo Products Inc., have issued a new catalog containing its complete line of prescription specialties, ampules and general pharmaceuticals. The edition has been entirely revised in format and content, and includes many new products. Copies may be had by writing Sidney J. Jackson, Endo Products Inc., 84-40 101 St., Richmond Hill 18, New York.

Katz Co. to Expand

Dr. Alexander Katz & Company, division of F. Ritter and Company, is planning the construction of a new building for the manufacture of perfume in Los Angeles.

Show below is the Fourth Annual meeting for the Medal Award presentation to Marston Taylor Bogert by the Society of Cosmetic Chemists at the Hotel Biltmore, New York, December 8, 1948. Seated at the speakers table from left to right; Emil G. Klarman; Everett G. McDonough; Dan Dahle; Marston T. Bogart; Walter A. Taylor; Curt P. Wimmer; Emery A. Emerson; and M. G. deNavarre.



Grant Heads Dow N. Y. Sales

The Dow Chemical Company has announced the appointment of Leo B. Grant as manager of its New York sales office succeeding Ralph E. Dorland who held that position from 1919 until his death last May.

Mr. Grant was associated with Dow's magnesium division in Midland, Mich., for 20 years before joining the executive staff of its New York office about a year ago.

Dikestan Labs. Formed

A new West Coast firm for the private formulae trade has been established under the name of Dikestan Laboratories Inc.

Ray F. Stafford, president of the new firm, is a registered pharmacist and chemist with fifteen years of manufacturing experience to his credit. He was chief chemist and laboratory director for Boyle and Company for six years and for the past year has been general manager of Puritan Products.

Other firm officials include Martin Somers of Beverly Hills, vice president, and John Easton of San Diego, secretary-treasurer. Headquarters for the firm are at 1215 S. Hope St., Los Angeles.

Connolly Heads Foragers

Arthur Connolly of Universal Laboratories was elected president of the Foragers of America at the group's annual meeting in New York. Mr. Connolly has been a member of the organization for twenty-five years and secretary for 17.

Walter Rochelle of Tek-Hughes was elected vice president, and Albert Bradley of Advance Manufacturing Company, was named secretary.

New Maschmeijer Catalog

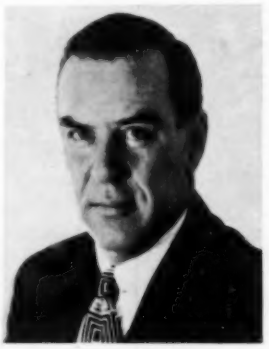
A. Maschmeijer, Jr., Inc., has announced that its new illustrated catalog is now available. Those interested may write to A. Maschmeijer, Jr., Inc., 45 W. 16th St., New York 11.

In New Winthrop-Stearns Spot

Dr. R. C. Sherwood has been appointed technical director of the combined special markets and industrial division, Winthrop-Stearn's Inc., and the Vanillin division, General Drug Inc. Before joining Winthrop-Stearns in 1946, Dr. Sherwood was assistant chief, Civilian Requirements Branch, W.F.A., from 1943-45. Prior to that he was director of research for General Mills.

Perin Named to Continental Can Post

R. L. Perin, formerly central division sales manager of Continental Can Company, has been named general sales manager, with responsibility for the sale



R. L. PERIN

of metal containers in all three domestic metal container divisions of the company.

Mr. Perin, a graduate of the University of Cincinnati, joined Continental in 1928. After field sales work, he became the Cincinnati district sales manager, and in 1942, the Pacific Coast sales manager. In 1944 he was appointed Central division sales manager.

Ward Elected to Conn. Legislature

William A. Ward, formerly with Ponds and more recently a perfume and odor consultant for the cosmetic industry was elected to the Connecticut Legislature at the November election, so will be spending most of his time in Hartford, Conn.

Mr. Ward has already introduced several bills in the Legislature.

CIBS Christmas Dance

The first annual dance given by the Cosmetic Industry, Buyers and Suppliers was held December 12, at the Warwick Hotel, New York with a full turnout of the younger members of the cosmetic industry and their wives.

During the festivities, time was taken out to announce the election of Art Mulligan, of Lehn and Fink as president of the association with Paul W. Alexander, of Drug and Cosmetic Industry as first vice president and R. W. Proom of Proom Associates as second vice president.

Other officers elected were Lawrence Carter of Ogilvie Sisters, recording secretary; Thomas Mitchell of Paris Art Label, corresponding secretary and Henry Budd of Ungerer and Company as treasurer.

Columbia Perfume Courses

The Spring Session Courses offered by Columbia University College of Pharmacy include Manufacture of Cosmetics and Toilet Preparations, given by Professor H. M. Carter and Perfume Materials and Perfumery given by Edward Sagarin of Givaudan-Delawanna, Inc.

The cosmetic course deals with the theory and procedures used in production of several types of cosmetic preparations.

The perfume course deals with the utilzation of natural and synthetic materials in perfumery. Each course occupies one night weekly and the registration dates are January 26 to 29, the College of Pharmacy 115 W. 68 St. New York 23.

Parke, Davis Appoints Anderson

Thomas C. Anderson has been appointed general superintendent of Parke, Davis Company, succeeding the late Alec D. Webb who held the post ten years before his death.

A chemical engineering graduate from the University of Michigan, Mr. Anderson joined the company's extract division in 1921 and later was named superintendent of the firm's laboratories in Walkerville.

He was named purchasing agent in 1945, assistant secretary of the company in 1947 and then assistant to the general manager later the same year.

Hart Heads Division of Sterling Institute

John Hart, formerly vice president of Winthrop-Stearns Inc., has been named head of the newly established new products development division of the Sterling Winthrop Research Institute, Dr. Maurice L. Tainter, vice president and director, has announced.

Mr. Hart has been associated with various units of Sterling Drug Inc., for the past twenty-nine years. In his new capacity he will direct development of products for all divisions and subsidiaries of Sterling Drug Inc.

Joins Schieffelin & Co.

A. M. Ritterbeck has joined Schieffelin & Company as manager of the import division of the company. He will be in direct charge of the importation and national sale of the entire import line of the company.

I'm a better piece of dinnerware-

THANKS TO WHITTAKER

Ball and china clays, talcs and many other Whittaker-supplied materials are helping the ceramic industry make better vitrified and semi-porcelain ware. This is only one example of Whittaker leadership.

IN DRUG & COSMETIC FIELD

... in plastics, textiles, paper-making, leather goods and many others. Whittaker can point to similar successes. Their experience in solving industrial material problems can be put to work for the profit of *your* company too.

Specific data and laboratory samples are available upon request. If yours is an unusual problem in material processing, ask a Whittaker service engineer to call. There is no obligation. Write Whittaker, Clark & Daniels, Inc., 260 West Broadway, New York 13, N.Y.

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If you make tablets, pills, medicines or baby foods, Sheffield, century-old name in milk, and the latest word in milk chemicals, brings you definite advantages:

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Predigested lactalbumin in creamy white powder form—featuring the long-sought, less bitter, more pleasant taste.

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"N-Z-Case"★—laboratory casein peptone
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"Hy-Case"★—acid digest of casein
Caseins for various uses
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Lactose USP
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Lactose Edible
Calcium Lactate USP
Sodium Lactate

★ Trade-mark of Sheffield Farms

Sheffield Farms Company, Inc.

CHEMURGIC DIVISION

Division of National Dairy Products Corporation

Canadian Plant for Sharp & Dohme

A new plant for Sharp & Dohme (Canada) Ltd., now under construction in East York Township, suburb of Toronto will replace present operating facilities at 865 Bay St., in Toronto.

Construction of the new plant is part of an extensive program planned for Sharp & Dohme in Canada. Other plans are for additional products, increased production personnel and a larger sales staff to service customers in all parts of Canada and New Foundland.

Burgess in New McKesson Post

Walter M. Burgess, formerly New Jersey sales representative, has been assistant manager of the New York chemical department of McKesson & Robbins Inc. Mr. Burgess has been with the McKesson organization since 1943. Alexander Brisbane replaced Mr. Burgess as New Jersey sales representative.

Berje Products Moves

Berje Products Company has announced the removal of its firm from 366 West Broadway to 616 W. 44 St., New York. The new building location is considerably larger and has far more manufacturing facilities than the old site.

Sorbonne Labs. Established

Sorbonne Research and Development Laboratories, Inc., specializing in development of cosmetics, perfumes, pharmaceuticals have been established. The announcement was made by its director, Dr. Otto H. Sobell. The laboratories are located at 33 W. 17 St., New York.

Dr. Sobell is a graduate of the University of Vienna and the Sobornne in Paris. Coming to this country he was chief chemist for the J. R. Watkins Company. During the war, Dr. Sobell served as a consultant to the War Production Board. For the past few years he has been a chemist for Helena Rubinstein.

Westervelt Named Eastern Sales Mgr.

Tom Miller, vice president in charge of sales of the Package Machinery Company has announced that E. G. Westervelt, manager of the New York office, has been promoted to Eastern sales manager.

At the same time, Alan S. Lincoln, who has been representing the firm in Western New England and upper New York State, has been transfered to the home office to serve as executive assistant on Mr. Miller's staff.

Klein Joins Van Dyk

Samuel Klein has been appointed to the technical staff of Van Dyk and Company Inc., Belleville, N. J., and will head up the newly-formed division of aromatic products research and development. Mr. Klein until recently was perfumer with Synfleur Scientific Laboratories Inc.

DeVoe Named V.P.

George E. Dyle, president of Robert Gair Company Inc., has made known the appointment of Raymond F. DeVoe as a vice president of the company.

Jergens Promotions

Robert F. Holyoke has been promoted to assistant advertising manager, in charge of products bearing the Jergens name of the Andrew Jergens Company, and Louis B. Jurgens to assistant advertising manager in charge of products bearing the Woodbury name.

Charles A. Anderson

Charles A. Anderson, traffic manager of the Brooklyn office of E. R. Squibb & Sons, died December 26 in Northern Westchester Hospital, Mount Kisco, N. Y. He was sixty-three years old and had been associated with the Squibb organization for twenty-seven years.

Paul Wertheimer

Paul Wertheimer, for many years associated with Bourjois in various countries, died December 28, in the American Hospital in Paris, where he had been a patient for several weeks. His age was sixty-five.

Mr. Wertheimer was born in Paris and he and his brother, Pierre expanded Bourjois to its present world wide importance in the perfume and cosmetic field.

He is survived by his widow, the former Madeleine Bollack, a daughter, a son and his brother.

Thomas Leeming

Thomas L. Leeming, forty-four, vice president and a director of Thomas Leeming and Company, New York died January third at Delray, Fla.

Mr. Leeming was born in Brooklyn, N. Y., and was graduated from Princeton in 1926. He formerly was a partner in Orten and Kent, New York stockbrokers, and was a director of Pacquin, Inc.

Surviving are his wife, a son, Sergeant Thomas L. Leeming, Jr., a brother Leonard and a sister Helen.

Edward Kinsella

Edward W. Kinsella, vice president of The Kinmac Company died December 15 at the French Hospital, New York. His age was fifty-six.

Mr. Kinsella was at various times associated with the Dr. West Toothbrush firm and Rigaud Inc., perfumers, and for eight years he was director of the toiletries division of the Harold F. Ritchie Sales Corporation.

He leaves a wife, mother, three sisters and brother.

Charles Levis

Charles Levis, retired vice president of the Owens-Illinois Glass Company, died December 1 in St. Johns Hospital, St. Louis. He was eighty-eight years old.

Mr. Levis was the son of Edward Levis, founder of the Illinois Glass Company, and the father of William E. and J. Preston Levis, chairman and president, respectively, of the company.

Warren Watson

Warren Watson, secretary of the Manufacturing Chemists Association since 1930 died December 9 after an illness of two months. His age was 59.

Before joining the association, Mr. Watson was chief of the chemists division of the U. S. Tariff Commission.

H. M. Rosencrans

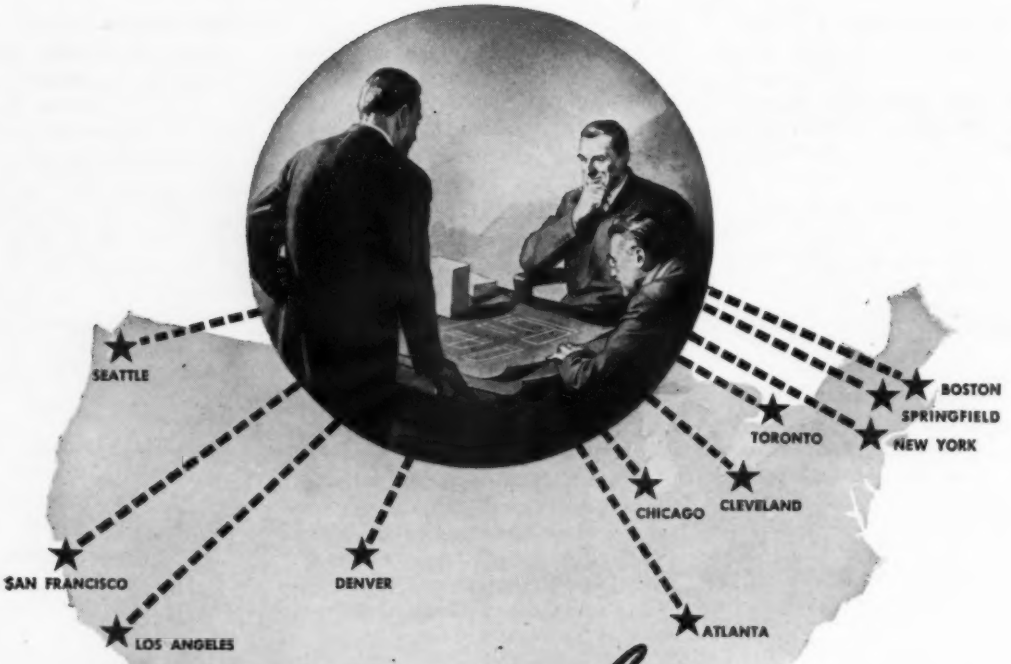
Hubert M. Rosencrans, assistant director of sales of the Grasselli chemicals department of E. I. du Pont de Nemours & Company, died recently in the University of Pennsylvania hospital. He was fifty-nine years old.

Mr. Rosencrans had joined the Grasselli Chemical Company as a research chemist in 1916. He was assistant to the vice president in charge of sales when the du Pont Company acquired the Grasselli organization in 1938, and was named western division sales manager in 1930. He was named assistant director of sales in 1944.

Peter T. Ingram

Peter T. Ingram, president of Gane and Ingram Inc., Ganes Chemical Works Inc., A. Maschmeijer, Jr., Inc., died December 17. He was fifty-nine years old.

Mr. Ingram, in partnership with the late Eustace H. Gane, founded Gane and Ingram Inc., in 1926.



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All Package Machinery Company offices are staffed by men with the technical knowledge and experience to give you valuable assistance in the solution of your packaging problem. And they're backed by an organization that has developed the most widely used line of wrapping machines in the country.... Our engineering and designing staff will be glad to study your requirements and make concrete recommendations. Get in touch with our nearest office.

Production Forum

By FRANCIS CHILSON
Industrial Consultant

How To Treat Your Boss

Much has been said and written on how bosses should treat their people but I've never read a word about how people should treat their bosses. For novelty's sake let's stop talking about employee relations and talk about employer relations.

What kind of individual is your boss? First of all he is a human being—though at times in your opinion he may not act like one. His necessities and reactions are similar to yours. He eats, sleeps, drinks, loves, hates and breathes the same air you do—a thing to remember if you have halitosis.

He may be a genius, a clown, a fool, he may be lazy or energetic, competent or incompetent. Whatever he is and whether you like him or not he is still the boss and he's the first hurdle you must take if you are to get anywhere in your organization. In spite of all the faults you may see in him, the chances are he's fundamentally a pretty decent sort trying to do his job as well as he can, just as you should be trying to do your's. Always remember that he has bosses, too, to whom he is accountable just as you are accountable to him. Remember that secretly he's just as much concerned about holding his job as you are yours. Remember too that before you can advance the boss must also be advanced, because it is only under extradorinary circumstances and under extraordinarily prescient management that you will be advanced over his head. Therefore the first thing to do is work like hell for his advancement. That leaves his job open for you and it creates a friend in a still higher echelon of management.

The next factor in the proper treatment of your boss is never lie to him—no job is worth lying for; never evade the truth; never color information so that it favors your case. You can put him in a very bad predicament with his bosses if he relies upon information you have given him which is incomplete or inaccurate. When that happens watch out!

Always admit your mistakes if possible before they are discovered. The boss may blister your ears off but when he cools off his respect for your integrity will be increased. And your own self respect will be increased too.

Never correct your boss in the presence of his superiors when he makes a misstatement of fact. Never contradict him. Don't try to make a bum out of him. If the matter is important enough give him the facts privately and let him correct his own mistake. Always stifle the impulse to demonstrate what a smart guy you are.

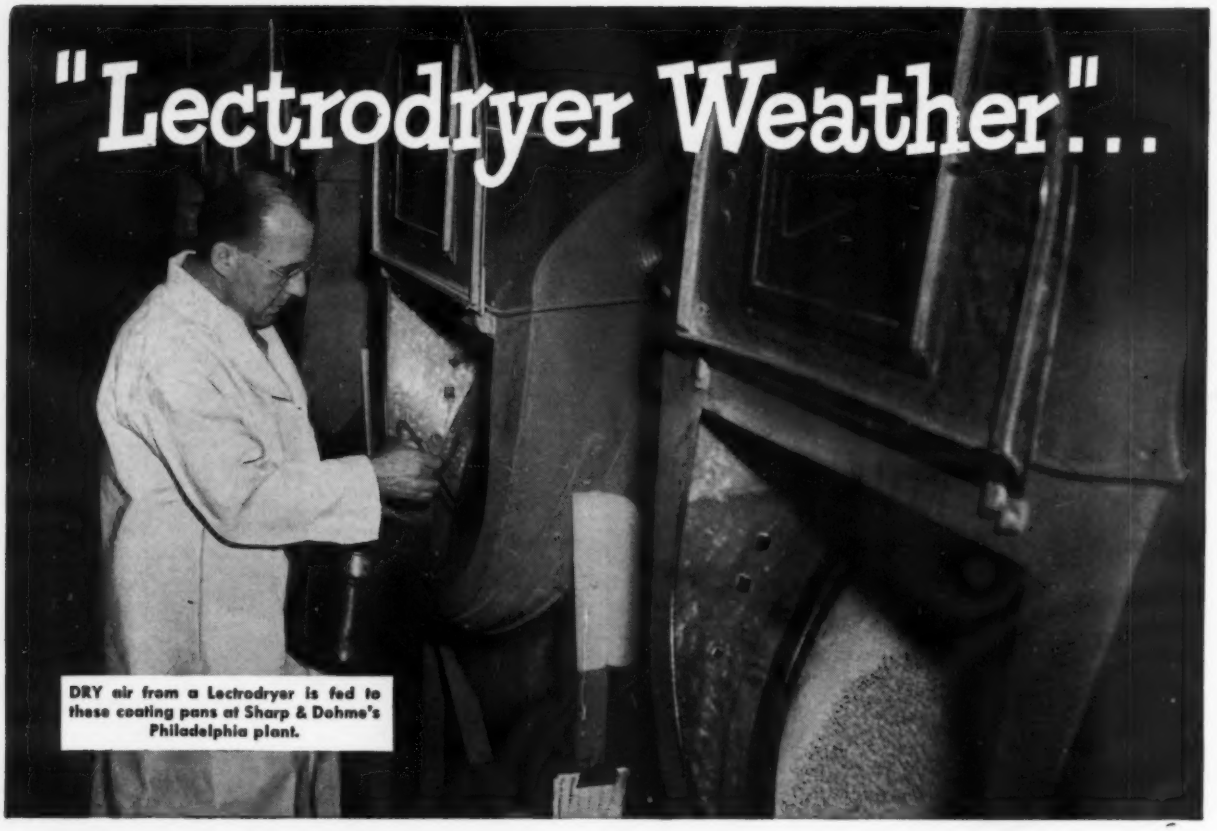
Don't pass the buck to other people; it's a sure way to earn the boss' contempt. Take a few undeserved raps; it will toughen your hide.

Feed him ideas; even when he doesn't act on them; even when he appropriates them as his own without giving you credit. A continual stream of ideas will stimulate his thinking and earn his approbation even though you are not immediately given proper credit. The fountainhead of good ideas is soon discovered in any alertly managed organization even though some middleman appropriates them. If your organization isn't alertly managed get out; you are wasting your time.

In presenting ideas and information to your boss allow him time to disengage his mind from other problems. Everyone is bound to regard his own problems as the only ones that count. But your boss has to deal with a lot of other problems and a lot of other people you may not know anything about. So when you present something to him don't start in the middle; state briefly the preliminary history of the case and give him time to disengage his mind from other problems so that he can give concentrated attention to your's.

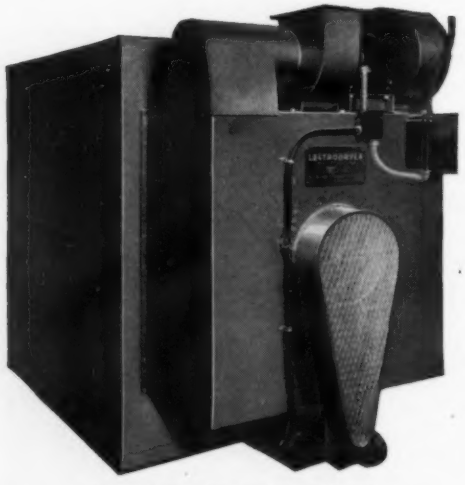
After a preliminary opener suddenly state the most important facts first, clearly and graphically. Invariably a conclusion stated dramatically and forcefully will arrest attention more rapidly than a logical

"Lectrodryer Weather"...



DRY air from a Lectrodryer is fed to these coating pans at Sharp & Dohme's Philadelphia plant.

HELPED SHARP & DOHME STANDARDIZE THIS TABLET COATING OPERATION



A CHO Air-drying Lectrodryer

Years ago, Sharp & Dohme installed a Lectrodryer to DRY the air that flows to these tablet coating pans. Thus they standardized production procedures that help maintain the high standards set for their pharmaceuticals and biologicals.

This technician adds an exact amount of coating material and then turns on the DRY air. He *knows* the work will be completed in a fixed time, because he can rely on Lectrodryer weather; no dependance on variable Philadelphia humidities.

That same Lectrodryer is still on the job, delivering DRY air as efficiently as it did when installed.

Have you a DRYing problem—air, gases or organic liquids? There's doubtless a standard Lectrodryer that will handle the work for you; if not, we'll gladly design and build the machine you need. Our engineers have a wealth of experience on which to draw.

For this help, write Pittsburgh Lectrodryer Corporation, 309 32nd Street, Pittsburgh 30, Pennsylvania.

In England: Birlec, Limited, Tyburn Road, Erdington, Birmingham.
In Australia: Birlec, Limited, 51 Parramatta Road, Glebe, Sidney.

LECTRODRYERS DRY WITH ACTIVATED ALUMINAS

LECTRODRYER

REGISTERED TRADEMARK U.S. PAT. OFF.

presentation. And don't ever be long winded either orally or in writing. Remember in dealing with your boss you are doing a selling job especially when you want him to adopt your suggestions. Know the details and be ready with answers to probing questions.

Leave him alone. Don't run to the boss every time you have a half-baked idea. Try to think as well of his problems as you do your own. Conserve his time.

Restrain your enthusiam. Unbridled enthusiasm causes a man frequently to go off half cocked. Enthusiasm is a useful stimulant; use it wisely. Enthusiasm causes you to talk too much. No flies ever got into a closed mouth. Use your enthusiam to stimulate your brain, not your tongue.

Don't curry favor by being a stooge or a stool pigeon. By so doing you earn the hatred of your associates and the secret contempt of your boss. You can best mind the company's business by minding your own. The quickest way to be a boss is to help your boss to be a good boss.

Henry Ford I

The other day I heard a forward looking business man called a communist because he was advocating a radical method of compensating his employees. Reflecting on the acrimonious discussion that ensued, I couldn't help but remember all the names Ford was called, when in 1914, at a time when laborers universally received a dollar a day for ten hours work, he instituted the eight hour day, the five day week and a five dollar minimum wage. He wasn't called a communist because we didn't then know what a communist was. He was called more impolite names. John M. Edgerton, then president of the overstuffed National Association of Manufacturers wept that the Fifth Commandment had for sixty centuries been the "perfect and divinely inspired basis of human toil and social contentment."

"Ford," he went on, "may try to amend the Decalogue, but any general acceptance of the five day week means a surrender to easy and loose living!"

Can you tie that?

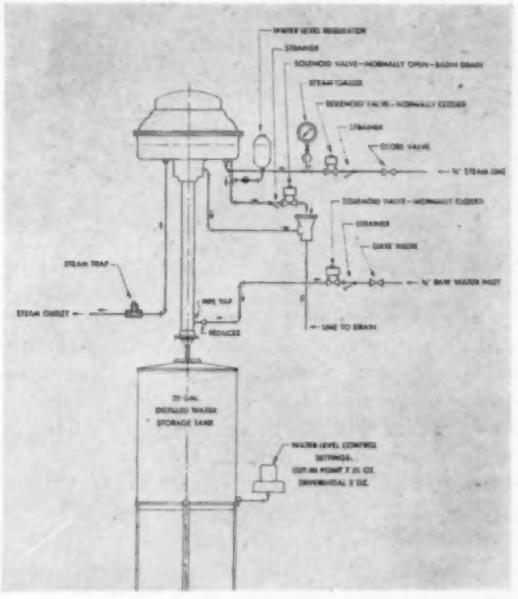
The following information is supplied by manufacturers of the equipment described and claims made below by these manufacturers are passed along for what they are worth. Presentation of such notice in this department is not to be taken as endorsement of the claims or of the equipment.

Controls For Water Stills

A wider range of automatic controls to start, stop and flush water stills is announced by the F. J. Stokes Machine Company, Philadelphia, Pa.

The most commonly used Stokes automatic controls start and stop water stills according to the level of water in the storage tank. In such installations, a vaporstat, actuated by differences in pressure, is attached to the bottom of the storage tank. The vaporstat can be adjusted to start action at any predetermined level of water in the storage tank, and maintains the still in operation until the tank is full. Raw water is turned on and off by the vaporstat action, through a Solenoid valve. Another Solenoid valve actuated by the vaporstat drains the boiling chamber each time the still stops operation. For steam heated stills, steam can be turned on and off through a third Solenoid valve. In electrically heated stills, the heating elements are controlled through a water level control, taking its level from the water in the boiling chamber.

One, two or three stills for producing single, double- or triple-distilled water can be controlled in the same manner. In some instances, a large first unit, producing single distilled water can be automatically controlled, with a second small still taking its boiler feed from the distillate of the first still. Either one or both of these stills can be automatically controlled.



Where raw water for the still is subject to pressure fluctuations, which can upset still efficiency, Stokes automatic controls, either of the thermal or the float level type, will assure constant pressure at the still, maintaining uniform heat throughout the still.

Another type of Stokes automatic control can be used where water is very hard, or where it is desired to feed pre-treated water, such as deionized water to eliminate certain kinds of volatile pyrogens. In these installations, the natural raw water feed is blocked off and an auxiliary atuomatic feed takes the pre-treated water, maintaining a constant level in the boiling chamber of the water still. Solenoid operated automatic control for these installations is also available.

Catalog No. 41-S describes Stokes Water Stills and automatic controls; will be sent on request by writing the F. J. Stokes Machine Company, 5932 Tabor Road, Philadelphia 20, Pa.

Prevent Car Doorway Damage

When boxcars are loaded solid across the doors with cartons, boxes, bags, bales, or bundles, shippers usually find it necessary to barricade the car doorways in some manner to prevent the load from becoming lodged in the car doorways enroute. Unless some kind of barricade is erected across door openings, the lading invariably shifts outward against the car doors, making the doors difficult to open.

Prying or pulling car doors open when lading is lodged against the doors frequently causes damage to the load and results in loss claims and troublesome adjustment problems between the shipper and receiver.

To avoid this common and irksome source of trouble, many shippers are obliged to erect costly, complex, cumbersome, and difficult-to-install car-door barricades. Each shipper has had to devise methods to suit his own specific needs and such special barricades are often hard to install; require the services of high-priced mechanics; and sometimes add considerable dunnage weight costs to the expenses of shipping.

Alert to the need for a light-weight, low-cost, easy-to-install, easy-to-store system of car doorway protection, the Signode Steel Strapping Company of Chicago, Illinois has developed an extremely successful type of steel-strap and-kraft-paper car door retaining strip that is now proving its economy, practicability, and soundness in the daily shipping operations of hundreds of concerns in a wide range of industries.

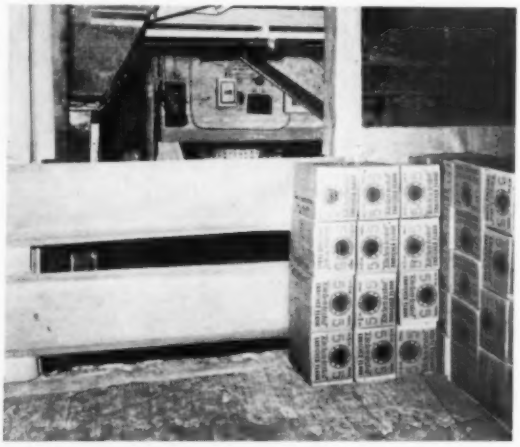
This inexpensive, streamlined, efficient barricade uses no lumber. Made of strips of ¾″ x .020 Signode steel strapping with nail holes punched, and heavy, water-repellent kraft paper, these new retaining strips are nailed thru the steel strapping across the door opening inside the car. Depending upon the characteristics and weight of the load, the strips may be butted, overlapped, or spaced for maximum protective efficiency. Light in weight, the average dunnage for a boxcar with Signode strips will run only 10 to 20 pounds.

Signode strips are now made in two sizes—18″ high x 84″ wide for boxcars with 6-foot doors; and 18″ high x 108″ wide for boxcars with extra wide doors or cars with steel door jambs. Experience shows that these two sizes ideally meet the needs of nearly any type lading. Hundreds of critical shippers report that use of Signode Retaining Strips, instead of wood-constructed door bracing, puts an end to damage to cartons boxes, bales, bags, and bundles from snagging, and ripping on sharp edges, splinters, corners, and protruding nails. Lading cannot become lodged against car doors, and it is no longer necessary to "knock in" a doorway barrier, as unloaders need only snip the steel bands on the retaining strips. Damage to containers piled near the doorway is therefore seldom experienced.

Another benefit reported is: Simplification of handling and storage of car door bracing materials. A standard crate of 250 pcs. of 18″ x 34″ Signode Retaining Strips weighs only 340 lbs., and can be stored in a space only 21″ x 85″ x 9″. The standard crate of 125 pcs. 18″ x 108″ weighs but 290 lbs., and stores also in a 21″ x 110″ x 6″ space. Compare this to the room required for lumber or other materials required to cooper an equivalent number of cars, and the saving in storage and preparation space is at once obvious.

A prime advantage of these new strips is the ease with which they can be applied, and the simplicity of disposal. Installation requires no special skill. Application is quick and easy with ordinary hammer and 8d nails. The Strips come ready for immediate application—no cutting or fitting is necessary.

Receivers of Signode-protected box car shipments report that these new retaining strips are a proven aid to quick unloading of boxcars. The problem of "knocking in," of salvage, and disposal of splintered and broken



barricade wood is eliminated. With Signode strips the consignee simply cuts the steel straps and the car is ready for unloading. The low cost and economics of Signode strips makes them expendable without penalizing either shipper or consignee.

Signode strips are looked upon favorably by railroads, too, because they effectively eliminate damage claims and there is no breakage or splintering of car walls and car-door posts when Signode Retaining Strips are used (a benefit also appreciated by "the next shipper who gets the car").

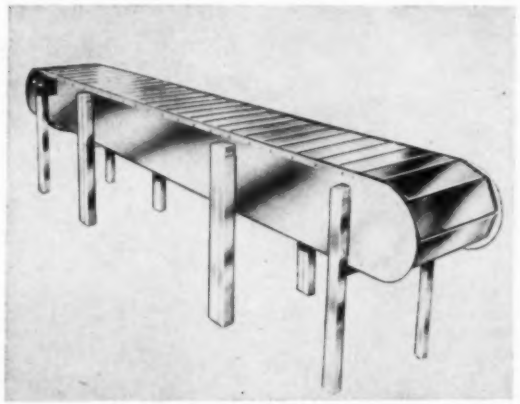
These new strips warrant investigation by any shipper

who loads boxes, bags, cartons, bundles, or bales solid across boxcar doorways. The carefully recorded results of more than one million Signode retaining strips used in 1947 prove that this new aid to better shipping is far beyond the experimental stage. As more and more shippers get acquainted with the simplicity, economy, and protective efficiency of these new strips it can be said without equivocation that they are surely destined to become a "standard" means of car door protection for many types of commodities.

There is no question about the popularity of these strips with shippers now using them. For these, Signode strips have provided a "low-cost, logical solution to the very vexing and troublesome doorway protection problem" as hundreds of Signode strip users will readily testify.

All Aluminum Conveyor

More and more manufacturers in various industries are becoming increasingly aware of the time and labor savings that can be effected through the use of materials



handling equipment and labor-savings methods. Latest figures reveal that the cost of handling and conveying raw materials and finished goods, often averages about 35% of manufacturing costs.

The new Pre-Fab all aluminum conveyor was designed to help reduce the costs for handling unfinished and finished goods. The exclusive and patented operating features of this revolutionary new type of conveyor, make it ideally suitable for moving parts and assembled goods from assembly lines to shipping points or storage space. Pre-Fab's sagless and vibrationless belt-plate top will handle and safely convey parts quickly and efficiently; at variable speeds up to 100 feet per minute in either direction. This belt is fastened to a link-chain arrangement which is hooked-up with the patented drive sprockets which impart a smooth and vibrationless drive.

Each foot of belt is supported by 8 or more rollers, conveyors 18" and wider have an added center channel support for greater load capacity. Belts are available in widths from 6 to 96 inches, and in lengths up to 175 feet or more, depending upon requirements and specifications. Pre-Fab all aluminum conveyors are pre-fabricated in 5 feet sections for quick and easy assembly in the matter of minutes.

The inherent rust-proof characteristics of aluminum make Pre-Fab conveyors perfect for use in the food, dairy, drugs, and chemical fields, as well as general material handling operations. The non corrosive and non-contaminating surfaces of the conveyor are easily and efficiently cleaned with hot water or steam. The clean and sparkling exterior and interior of Pre-Fab all aluminum conveyors help to promote and facilitate the maintenance of unusually high standards of sanitation. Food processors and packers, and bottlers of liquid products have praised highly the bacteria-resistant features and advantages of this all-aluminum conveyor.

Fully enclosed, Pre-Fab conveyors can be used with a great degree of safety on assembly lines. The conveyor can be adapted to incline movement by the simple and easy addition of cleats which are easily fastened to the belt plates. PRE-FAB can be driven at variable speeds, and is reversible by means of a control switch. The patented drive sprocket arrangement provides a vibrationless and no-slip chain pull. The drive-end of the conveyor houses the sprocket assembly with belt link hook-up, the variable speed reducer, and the electrical reversing controls.

An informative and illustrated brochure with engineering data and specifications is available from centrally located distributors; or direct from the manufacturer, Mercury Conveyors, Inc., Hillsdale, New Jersey.

Bag Filler

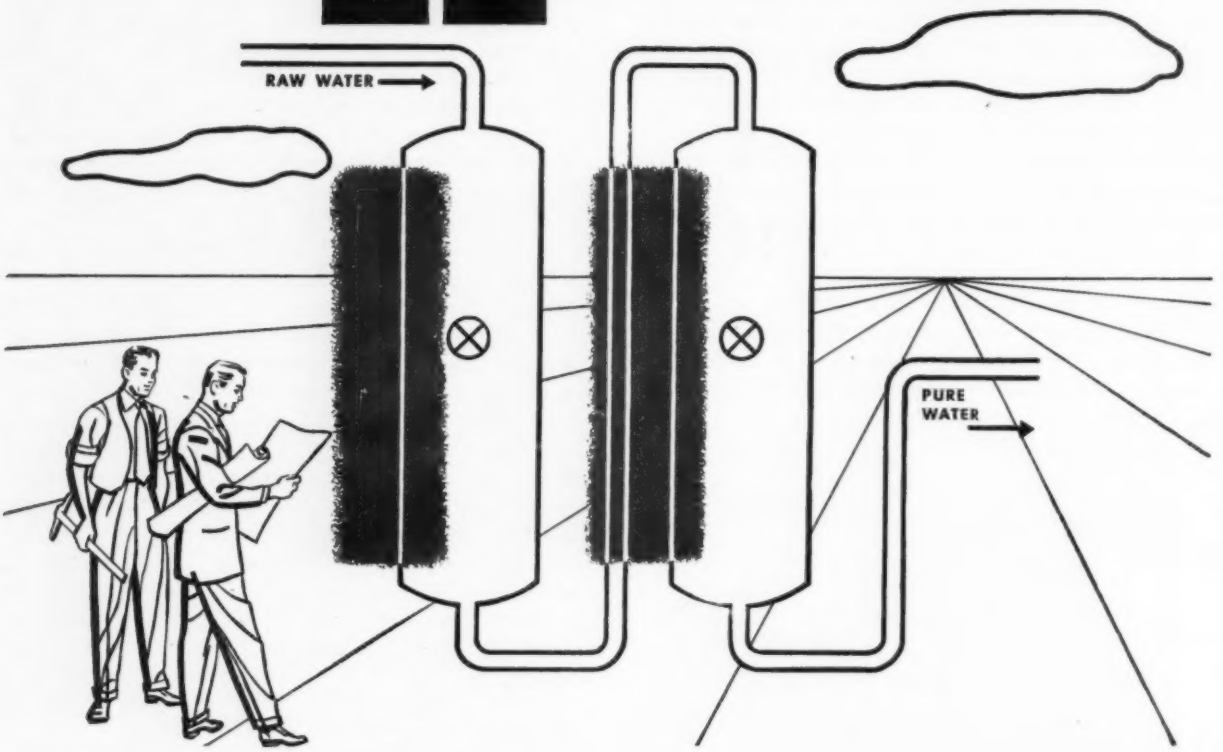
Chemical companies wishing to fill sacks with powdered materials will be interested in the bag packer being offered by H. L. Stoker Co., Claremont California. The Stoker Packers will produce as many as 300 fifty pound bags per hour and other weights proportionately. Valve type bags are used and weighing is automatic. The hopper is equipped with a power driven rack to prevent arching and a full flow to the filling auger. It has been used for filling very light materials such as wood flour, alfalfa meal etc.

Filter Medium

A unique metallic filter medium has been developed which promises to cut over-all filtration costs by worthwhile margins. This rigid, non-plugging, long lasting medium, NEVA-CLOG, cuts maintenance and replacement costs. It gives superior filtration performance and brilliant clarity at economical flow rates. NEVA-CLOG is applicable not only to all types of industrial filtration, but to all other processes involving the use of a medium which will pass liquids and retain solids.

The construction of the NEVA-CLOG medium is simple. Two sheets of metal of the desired gauge are accurately perforated with holes of about .045" diameter, spaced to provide about 120 holes per square inch. One of these sheets is superimposed on the other

ionXchange



Low-cost process water for quality manufacture

OPERATING PRINCIPLE—Raw water passes in series through two reactor tanks containing high-speed, high-capacity ion-exchange resins. These resins have the property of adsorbing and exchanging all the cations and anions in the water supply, giving an effluent water that is equal in purity to distilled water. No heat, no fuel, no cooling water involved in the process. Units are compact, requiring small floor space and little attention. There are only a few simple valves and minimum piping. The range of flow rates is practically limitless. Water is used here as an example, but the same operating principle applies to the De-ionization of any liquid.

Figure what distilled water costs you—or what it *would* cost you, if you could afford it. Then figure that *for 1% to 10% of the cost of distillation* you can have ILLCO-WAY De-ionized water—pure, low-cost process water such as hundreds of pharmaceutical, chemical, cosmetic and industrial plants are using today. Whether you need small quantities of pure water for laboratory use, or large quantities—up to 500,000 gallons or more per hour—there's an ILLCO-WAY De-ionizer to meet your needs. Equipment is simple, compact. High flow rates from relatively small installations. Write for basic facts of ILLCO-WAY ionXchange today—indicate your problem so we can send specific literature.

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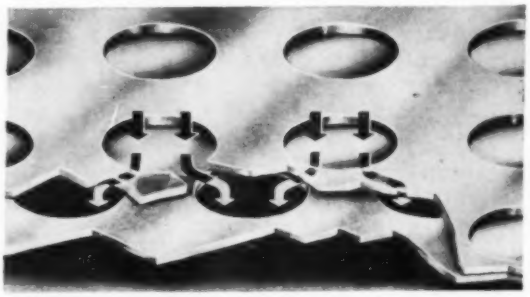
ILLCO-WAY

ENGINEERING AND EQUIPMENT DE-IONIZERS for process water treatment and treatment of liquids and solutions other than water; waste treatment; reclamation of specific constituents. DE-ALKALIZERS: Boiler feed (external); bottling water. SOFTENERS: Industrial, domestic. FILTERS, etc.

and so aligned that the unperforated portions of the top sheet block off the holes of the bottom sheet. The two sheets are then spot welded together on about 1" centers, holding this adjustment permanently.

This staggered arrangement of the top and bottom holes is such that the edges of all holes in the top sheet are in very close proximity to the neighboring edges of holes in the bottom sheet. In effect, a passage for liquids is provided by each hole equivalent to the circumference of the hole times the distance between the two sheets. Liquids enter the holes of the upper sheet, turn at right angles to pass between the top and bottom sheets, turn again at right angles and pass out through the bottom holes. Solids are retained on the top sheet, either because they are too large to pass through the openings formed by this construction, or as a result of the formation of a filter bed on the top sheet which in turn prevents the passage of the finer solids. The filter bed may be formed by the solids in the slurry, or, where the nature of the solids requires the use of filter aids, it is formed by the filter aid precoat. As there is very little overlapping of metal, there is little tendency for accumulation between sheets.



By whatever means the filter bed is formed, there is no embedding or bonding of the filter cake with the filter medium when Neva-Clog is used. Cake is readily removed by any suitable means, leaving the filter medium relatively clean. In most cases, by sluicing the active surface, Neva-Clog is made ready for another filtration cycle with most of its original filtration area available. If backwashing or blowback is involved, the same results are obtained, with the added assurance that this rigid, sturdy medium will stand up under the back-pressures involved.

Neva-Clog is non-plugging. It does not permit embedding and wedging of solid particles in the open areas of the medium as is the case with filter cloth or woven wire. Hence, sluicing or backwashing removes most solid material.

Neva-Clog can also be adapted to any equipment or process requiring a rigid, sturdy, porous medium. It is well suited to percolators, extractors, absorption or adsorption equipment, ion exchange apparatus and as a support for active media or as an underdrain in a wide variety of operations where metal mesh is too weak or where perforated metal cannot be used because of plugging or inadequate capacity. W. S. Rockwell Company, 200 Eliot Street, Fairfield, Conn.

Grinding Mill

An improved type of mill for the grinding of plastic type materials, such as ointments etc., has just been announced by Pulverizing Machinery Company, 141 Chatham Road, Summit, N. J., manufacturers of pulverizers and dust collecting systems.

Known as the No. 2 S-P Mill, this modification of the No. 2 Mikro-Pulverizer will grind plastic type materials having a high moisture or oil content. It will handle clay bodies having a moisture content of from 18 to 22 per cent. The makers state that to the best of their knowledge it is the only machine available for disintegrating and sizing clay bodies in one operation.

This mill will meet mesh specifications over a wide range of controlled particle sizes from coarse granulation in the 8 mesh size to fine granulation in the 20 mesh size. On many materials it has reached a capacity of 10,000 pounds per hour; on some, 15,000 pounds per hour. Mixtures or bodies containing silica, feldspar or similar abrasives can be handled without excessive wear or high maintenance.

As first designed, the No. 2 S-P employed a feed belt in place of the customary feed screw mechanism. In the new standard model, a roll or dum has replaced the belt feed to provide a machine with fewer parts and greater flexibility, to eliminate belt maintenance and insure dustless operation. It was originally designed to solve a difficult grinding problem created by Edwin M. Rump's development of the dry process of preparing clay for electric porcelain manufacture. No type of standard mill could solve this problem. The makers, in collaboration with Mr. Rump developed the original S-P Mill which is now installed in virtually every plant that has changed from the wet to the dry process in the electric porcelain field.

The makers state that in certain industries the S-P mill has served indispensably to disintegrate materials as they come from filter presses, continuous filters, centrifuges, etc. and while they are still in a plastic or semi-plastic condition. Such materials can be more effectively dried in a disintegrated form of uniform granule size.

Early in the development of DDT, when the nature of that material was still a rigidly guarded secret, the original S-P mill proved its ability to grind the "miracle insecticide." Subsequently a number of installations were made for DDT and benzene hexachloride. Makers state that their carefully checked performance records justify the claim that the S-P granulates these materials with an efficiency unrivaled by any other machine.

The extension of the S-P mill's application to still other industries inspired the perfection of the drum feed mechanisms.

Capacity of the new mill will vary according to the nature of the material and the fineness of the product desired. On some materials capacity will range up to as high as 15,000 lb. per hr. using not more than 10 hp. Overall dimensions of the mill are approximately 5 ft. long, 4 ft. wide and 4 ft. high.

EPPENBACH HOMO-MIXER MAKES DISPERSIONS WITHOUT INCORPORATING AIR

1. Turbine head near bottom of tank starts a converging horizontal flow which carries sedimentary material into close-fitting rotor vanes.
2. Inflowing "slurry" is violently agitated at high velocity and projected upward toward surface.
3. A submerged baffle-plate deflects the rising current horizontally toward sides of tank, thence flowing downward toward bottom.
4. Rapid down-flow submerges and wets out floating material, including additives being fed into the mix.
5. The entire batch is deflocculated resulting in a perfect dispersion.
6. No surface boil . . . no vortex . . . NO AIR DRAWN IN.

The Eppenbach HOMO-MIXER is built on an entirely new principle. Whereas ordinary mixers create a vortex in the material that pulls in air, the HOMO-MIXER draws only from the bottom of the tank. Entrapped air tends to cause separation and splitting, and frequently oxidizes the product.

Furthermore, the HOMO-MIXER does not require a high head of liquid to give efficient mixing action. It is possible to process material in a tank at a depth just great enough to cover the mixing head. Fits tanks of all types and shapes . . . no clamps required . . . no special angle of installation.

Write for complete details of this mixer—"the only one of its kind." Ask for Catalog No. 402.

Eppenbach HOMO-MIXERS are available in a complete range of sizes for laboratories and production plants. Capacities range from 2 to 2,000 gallon batches from ¼ to 25 H. P.

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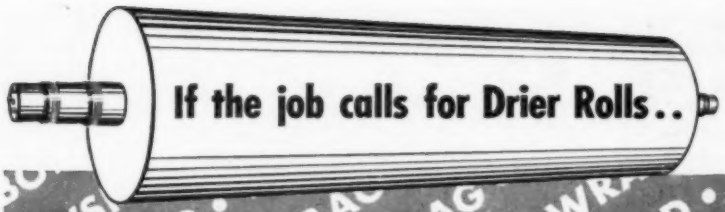


If the job calls for Drier Rolls..

A SURVEY OF 32 MILLS SHOWS

Lukenweld Drier Rolls are at work with every type of paper

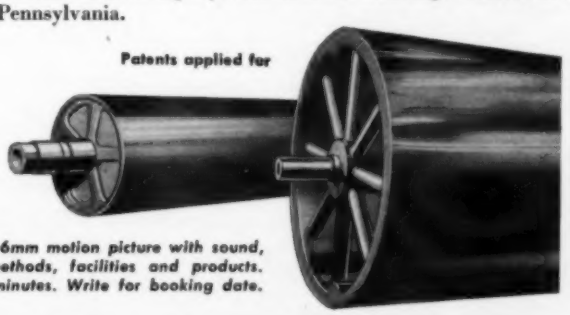
High pressures safely employed with Lukenweld Drier Rolls can be used to boost surface temperatures. "What does that mean when we're working with thinner papers?" millmen have asked. The answer is, Lukenweld Drier Rolls are being successfully used in producing every type of paper listed here. And their users come back for more, time after time.

Lukenweld Jacketed Steel Drier Rolls help speed up production—positive scavenging of steam passages flushes out air and condensate, assuring high efficiency. Product quality is higher because surface temperatures are more uniform and constant. Simple in construction, there's nothing to get out of order; can be designed without bolts, nuts or siphons to work loose in service.

In Chemical, Drug, Food and Plastics work, too

Lukenweld Drier Rolls are serving similarly here—crystallizing drugs and chemicals by heating or chilling, drying or freezing foodstuffs. The ability to transfer heat quickly and evenly provides the same economic advantages to these industries.

If your drying problem can be solved by drier rolls, let our engineers help you select the Lukenweld Rolls to handle it; any diameter, 24 inches or 18 feet—lengths to suit each task—plain steel, polished or plated surfaces, or any of the Lukens corrosion-resistant clad steels. Write Lukenweld, Division of Lukens Steel Company, 482 Lukens Building, Coatesville, Pennsylvania.



We'll lend you . . . "LUKENWELD", a 16mm motion picture with sound, highlighting our methods, facilities and products. Running time: 20 minutes. Write for booking date.

LUKENS
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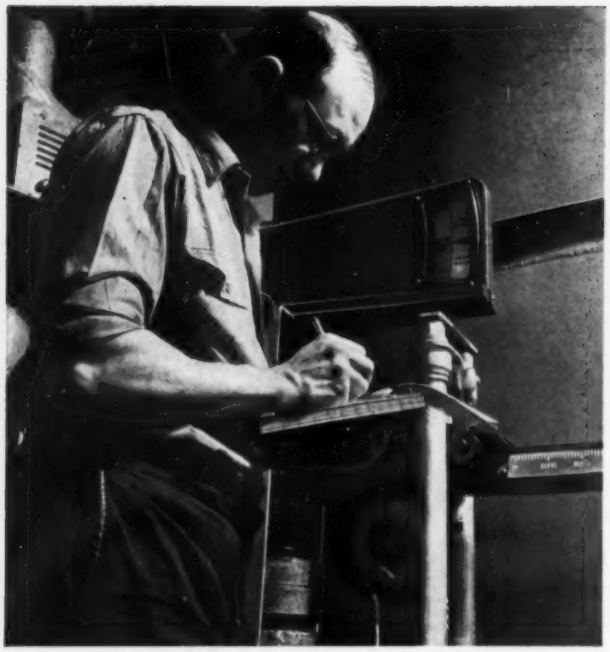
DESIGNERS, ENGINEERS AND MANUFACTURERS OF MACHINERY

• • SPEED SCRAP TO THE MILLS TO MAKE MORE STEEL • •



Improve Formula Compounding with this Dial Attachment . . .

Exact weight is attained on the ordinary heavy duty scale only if the beam is absolutely level or in perfect balance. In most large batching operations very few perfect weighings occur due to the human element. An operator may work in bad light, suffer from eye strain, be tired, An EXACT WEIGHT dial attachment fastened directly to the beam removes these faults . . . makes weighing mechanical. Operators simply set the scale, add ingredients and watch the dial, not the beam.

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EXACT WEIGHT Scale Model No. 213, the most popular consumer packaging scale in America. Features (1) High speed operation (2) end tower construction which takes less bench space and permits uninterrupted production across the scale (3) direct line vision. One lb. beam, notched type. Dial 1 oz. over and underweight by ¼ oz. graduations—Capacity to 3 lbs.

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Exact Weight Scales

THE EXACT WEIGHT SCALE COMPANY

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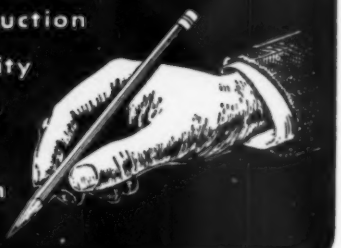
Check which of these will help you most

- ☐ Higher Production
- ☐ Better Quality
- ☐ Lower Costs
- ☐ Dustless Operation



Manufacturers, both large and small, in your own field have achieved not merely one or two but all of these objectives through application of

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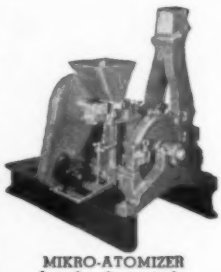
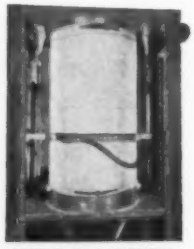
The Mikro-Plan is not a theoretical treatise. It is a working system based on the data from 55,000 Laboratory tests made over the past 25 years . . . reinforced by performance records from installations of MIKRO-PULVERIZERS, MIKRO-ATOMIZERS and the new MIKRO-COLLECTORS.*



MIKRO-ATOMIZER for ultra-fine grinds



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If you have a pulverizing or dust control problem let our engineers study it for you. They will tell you frankly whether or not our equipment, integrated in the Mikro-Plan is for you.

It will cost you nothing to investigate the merits of the Mikro-Plan. Just write today for your copy of our Confidential Test Grinding or Dust Collecting Data Sheets.

MIKRO-PULVERIZER for granular or fine grinds

*Trade Mark Patent Applied for by H. J. Hersey, Jr. and Pulverizing Machinery Company

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MIKRO-PULVERIZER (FINE) -ATOMIZER (ULTRA FINE)

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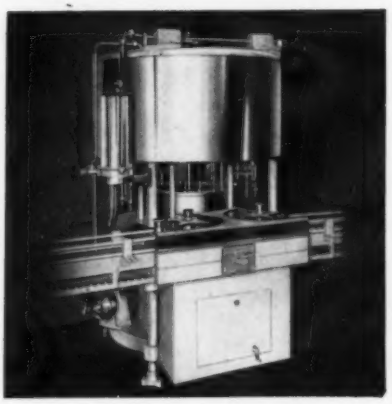
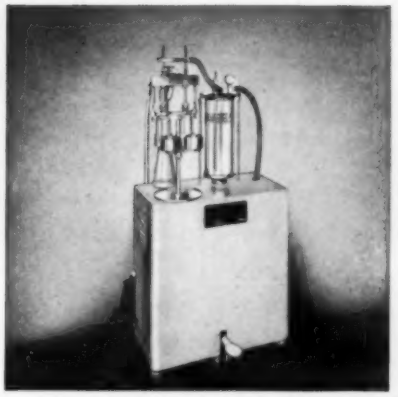
LOWEST FILLING COSTS KNOWN TO INDUSTRY



THE U. S. ROTARY VACUUM FILLER

The most widely used automatic filler. Designed for high speed production lines. Built in five sizes for containers up to and including gallons. Has worthwhile advancements and extensive engineering innovations for dependable, uninterrupted production.

These U. S. Bottlers' filling units embody production improvements resulting from constant on-the-job research. All three units are built to standards of perfection that have made U. S. Bottlers' a symbol of dependable performance throughout the world.



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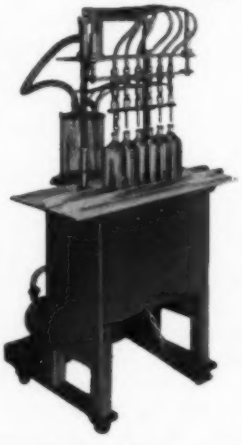

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YOUR TRADE-MARK RECORD

By JOHN H. GRAHAM
International Patent and Trade-Mark Consultant

On the Question of Foreign Words As Trade-Marks

Several decisions have been reported in these columns on this question of the use of a foreign word, particularly French, as a trade-mark in the cosmetic or perfume field, and confliction with its English language equivalent.

A very interesting case has recently been reported, where the foreign word had several meanings in English as well as an actual use in the English language, and yet possible confusion was still considered to exist.

In Golden Arrow Toiletries vs. Lancome S. A., Assistant Commissioner Daniels affirmed the Examiner's decision to refuse to register the French word "Fleches" to Lancome for perfumes etc. in view of the extensive registrations in classes 4 and 6 of the words "Golden Arrow." The French word "Fleches" has several meanings, one of the commonest being "Arrows." Also, in the English language the word "Fleche" has become accepted having several meanings including a particular form of spire for a church. Obviously, the broad idea of arrow-head shape has followed through to the American dictionary, but this was not commented on in the decision.

Particularly it was pointed out that the most commonly accepted meaning of a French and English word in conflict is sufficient to give rise to a likelihood of confusion, whether or not the words possess other meanings than the commonly accepted one. Also it was stated that since the use of French words in connection with perfumes, cosmetics etc. is well known, the buying public would be more likely to c o n s i d e r "Fleche" as "Arrow" than its English dictionary meaning given above. Accordingly, registration of "Fleches" in class 6 was refused.

On the Question of Confusion of Goods

Just how far the Trade-Mark Division of the U. S. Patent Office will go in considering the vital question of whether the goods are of the same descriptive properties or not was illustrated by the interesting case of Borden Co. vs. Pharmaceutical Organics Inc.

The issue was that Borden had registered GERILAC for f o o d s for special dietary uses in class 46-(foods, beverages etc.). Pharmaceutical Organics tried to register GERIATRONE in class 6 for a preparation of minerals etc. for correcting dietary deficiencies and were opposed by Borden.

Assistant Commissioner Daniels affirmed the Examiner's decision to dismiss the opposition entirely on the grounds firstly of lack of similarity in both appearance and sound but more importantly, that the goods were *not* in conflict. This was a decision under the now extinct Act of 1905 and under the new Act of 1946, the question of the goods being of the same descriptive properties will be eliminated in fact.

The above decision shows the trend of the Trade-Mark decision in the future.

On the Question of Confusion of Words

Colgate-Palmolive-Peet Co. were successful in opposing Leon Heim's application for registration of the mark HELOZ for soaps, shaving creams, etc. on the basis of their registration of the mark "HALO" for soaps etc. The goods were obviously in conflict and it was held that the notations forming the marks were far too close. The interesting point brought out in this decision of Mr. Daniels affirming the Examiner's stand in refusing registration of "HELOZ" is that Heim made of showing that his mark was a combination of certain words. This was held to show his good faith but was not a matter which would be apparent to the buying public or which would influence their judgment in any way.

On the Question of What to Do if Someone Outside Your Competitors Steals Your Name

Two interesting decisions are just reported as to protection of your tradename or mark outside your own field of endeavour. The first is a decision in favor of Lady Esther Co. Ltd. by the Federal Trade Commission. Ben Graude trading as Sales Stimulators was ordered by the F. T. C. to cease and desist for the use of "Lady Esther" for tableware such as plated knives and forks.

The F. T. C. found that the public was led to believe that the tableware is the product of Lady Esther Co. Ltd., the cosmetic manufacturers. A further finding was that the tableware in question will not give the performance which the purchasing public ordinarily expects of the Lady Esther organization and the implication that they are of such quality arising out of use by Braude of the "Lady Esther" Trade-Mark is false and deceptive.

The second decision of equal significance was rendered by the Supreme Court of the State of New York.

A restaurant owned by Fanchon and Arnold's Inc. opened in New York City with a room called the "White Shoulders" room. Evelyn Westall Co. (Parfums Evyan Co.) brought suit against them.

It was brought out that at the opening of the restaurant, guests were sprayed with the Evyan perfume "White Shoulders" and bottles of the perfume were on display. The impression that there is a connection between Westall and the restaurant owners thus created could injure Westall's business, since the people present at the opening formulated such an impression of connection which impression in turn could be conveyed to others, with the result of injury to Westall's goodwill and business.

Accordingly, the restaurant owners were enjoined from using "White Shoulders" for the name of a room in their restaurant.

The following Trade-Marks were recently published in the official Gazette of the United States Patent Office.

Spirittine—IV—A—552,890
Spirittine Chemical Co., Wilmington, N. C.
Ser. Mar. 24, 1948 D. U. 1900

Strictly Tailored—VI—B—552,248
E. Lawrence DBA Lawrence Co., Laguna Beach, Cal.
Ser. Mar. 18, 1948 D. U. Mar. 4, 1948

Sunset—VI—ST—533,974
J. A. Bacon DBA Bacon Ass., Chicago, Ill.
Ser. Sept. 10, 1947 D. U. Apr. 11, 1947

Tag—IV—A—540,948
The M. Werk Co., St. Bernard, O.
Ser. Nov. 12, 1947 D. U. Jan. 1, 1907

Tambo—IV—A—555,161
Consolidated Cosmetics, Chi., Ill.
Ser. Apr. 21, 1948 D. U. Sept. 11, 1946

Tempest—VI—C—530,225
Lucien Lelong Inc., Chicago, Ill.
Ser. Aug. 1, 1947 D. U. Feb. 25, 1942

Til Duc—VI—ABCEHI—517,583
Parfa Parfumerie Und Kosmetik, A. G. Zurich, Switzerland
Ser. Feb. 15, 1947 D. U. Feb. 16, 1935

Top-Flite—VI—I—509,003
Richard Hudnut, N. Y., N. Y.
Ser. Sept. 13, 1946 D. U. Feb. 21, 1946

Viceroy—VI—H—540,779
Conti Products Corp., Bklyn, N. Y.
Ser. Nov. 12, 1947 D. U. Oct. 1947

Vitone—VI—C—530,613
Andrew Jergens Co., Cinn., O.
Ser. Aug. 6, 1947 D. U. Feb. 10, 1926

Volga—VI—A—505,732
Carrel Ltd., Chicago, Ill.
Ser. Oct. 21, 1947 D. U. Mar. 23, 1937

Act of 1946

The following Trade-Marks have been republished under the terms of the above (Lanham Act) No opposition can be filed against them but they are all subject to cancellation proceedings.

20-MULE TEAM—IV—A—50,383
Reg. Mar. 13, 1906 to Pacific Coast Borax Co. San Fran., Calif.
Republished by registrant N. Y., N. Y.

APRIL SHOWERS—VI—ABCH—159,-310
Reg. Sept. 26, 1922 to Cheramy Inc. N. Y., N. Y. Republished by registrant

BARBARA BATES—VI—CE—333,434
Reg. Mar. 24, 1936 to H. C. Bates DBA C. J. Bates & Son Chester, Conn.
Republished by registrant

BLUE SKIES—VI—ABCH—240,112
Reg. Mar. 20, 1928 to Cheramy Inc. N. Y., N. Y. Republished by registrant

BOCALAV—VI—K—447,327
Reg. June 22, 1937 to P. Warfman N. Y., N. Y.
Republished by S. Warfman

CAPPI—IV—A—157,654 (with Des)
Reg. Aug. 15, 1922 to Cheramy Inc. N. Y., N. Y.
Republished by registrant

CASTOLAY—IV—A—145,314
Reg. Aug. 2, 1921 to A. Jergens Co. Cinci. Ohio
Republished by registrant

CHAPOLA—VI—C—273,217
Reg. July 22, 1930 to D. E. Johnson Detroit, Mich.
Republished by Morton Manf. Co.

CHERAMY—VI—BCH—155,640
Reg. June 6, 1922 to Cheramy Inc., N. Y., N. Y.
Republished by registrant

CONTRASTE—VI—C—295,771
Reg. July 12, 1932 to Houbigant Inc., N. Y., N. Y.
Republished by registrant

CUTEX—VI—E—86,257
Reg. Apr. 23, 1912 to Northam Warren, N. Y., N. Y.
Republished by N. Warren Corp., Stamford, Conn.

CUTEX—VI—CE—92,021
Reg. June 10, 1913 to N. Warren, N. Y., N. Y.
Republished by N. Warren, Corp., Stamford, Conn.

CUTICLEAR—VI—C—193,694
Reg. Jan. 6, 1925 to O. Clapp Son Inc., Boston, Mass.
Republished by Registrant

CYGNET SOAP—IV—A—397,662 (with Des)
Reg. Sept. 15, 1942 to Chas W. Young Co. Phila. Pa.
Republished by G. B. Young dba U. S. Soap Manf. Phila. Pa.

DEMI-JOUR—VI—ABC—300,161
Reg. Jan. 10, 1933 to Houbigant Inc., N. Y., N. Y.
Republished by Registrant

DEO—VI—D—168,410
Reg. May 22, 1923 to Elmo Inc., Phila. Pa.
Republished by Registrant

DEOD-O-ROMA—VI—D—239,568
Reg. Mar. 6, 1928 to C. B. Dolge Co., Westport, Conn.
Republished by Registrant

DEW—VI—D—319,635
Reg. Dec. 4, 1934 to M. Lambert Inc., St. Louis, Mo.
Republished by Pearson Pharm. Co., Inc., N. Y., N. Y.

DON LINROCO—VI—CH—342,308
Reg. Jan. 12, 1937 to Lindsay Ripe Olive Co., Lindsay, Calif.
Republished by Registrant

DOUCEINE—VI—B—199,867
Reg. June 16, 1925 to Morana Inc., N. Y., N. Y.
Republished by Van Ameringen Haebler Inc., N. Y., N. Y.

DRI-DEW—VI—D—369,579
Reg. Aug. 1, 1939 to Pearson Pharm. Co. Inc., N. Y., N. Y.
Republished by Registrant

DRYAD—VI—D—404,431
Reg. Nov. 23, 1943 to A. Jergens Co., Cinci. Ohio.
Republished by Registrant

DUXIN—VI—H—280,177
Reg. Feb. 10, 1931 to Antonino R. Martino dba Italy Laboratories N. Y., N.Y.
Republished by Registrant

EAU FLORALE CONCENTREE—VI—B—361,983
Reg. Nov. 8, 1938 to Houbigant Inc., N. Y., N. Y.
Republished by Registrant

ELMO—VI—CGH—378,524
Reg. June 11, 1940 to Elmo Inc., Phila. Pa.
Republished by Registrant

ELMO—VI—ACH—198,810
Reg. May 26, 1925 to Elmo Inc., Phila. Pa.
Republished by Registrant

ELMO—VI—C—376,135
Reg. Mar. 12, 1940 to Elmo Inc., Phila. Pa.
Republished by Registrant

EL PATIO—VI—BC—354,734
Reg. Feb. 22, 1938 to Elmo Inc., Phila. Pa.
Republished by Registrant

EROS—VI—B—432,475
Reg. Sept. 2, 1947 to G. R. Parkinson Katonah, N. Y.
Republished by Registrant

ESSENCE CONVERSATION—VI—B—411,986
Reg. Feb. 13, 1945 to Martha Baker Bulingame, Calif.
Republished by Registrant

EUCALAYA—VI—H—193,816
Reg. Jan. 6, 1925 to Otis Clapp Son & Inc., Boston, Mass.
Republished by Registrant

FITCH'S—VI—CI—283,876
Reg. June 9, 1931 to F. W. Fitch Inc., Des Moines, Iowa
Republished by Registrant

FLORAISON HOUBIGANT—VI—ABC—300,997
Reg. Feb. 14, 1933 to Houbigant Inc., N. Y., N. Y.
Republished by Registrant

FLOROZA—VI—ABC—89,338
Reg. Dec. 10, 1912 to Citizens' Wholesale Supply Co., Colu. Ohio
Republished by Registrant

FOUGERE—VI—BI—338,411
Reg. Sept. 8, 1936 to Houbigant Inc., N. Y., N. Y.
Republished by Registrant

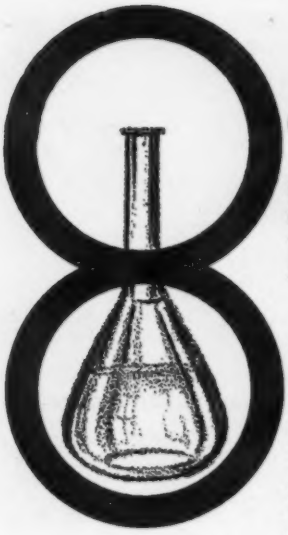
FOUGERE ROYALE—IV—A—139,598
Reg. Feb. 8, 1921 to Parfumerie Houbigant, Paris, France.
Republished by Houbigant N. Y., N. Y.

FROLIC—IV—A—407,119
Reg. May 16, 1944 to Cheramy, Inc., N. Y., N. Y.
Republished by Registrant

GRIGRI—VI—B—406,163
Reg. Mar. 14, 1944 to Parfums Weil Paris Co., N. Y., N. Y.
Republished by Registrant

HANDEEZ—IV—A—378,824
Reg. June 18, 1940 to C. B. Dolge Co., Westport, Conn.
Republished by Registrant

(To be continued)



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Patent Thoughts and Trends

By THOMAS CIFELLI, Jr., Patent Attorney

Patents in 1948

This appears to be as good a time as any to take an inventory of patents, from the standpoint of how they fared during 1948. It seems desirable to break down this review into three parts:

I Legislation involving patents

II Litigation involving patents

III Developments in the U. S. Patent Office.

Perhaps, after considering the developments in patents along the above-indicated lines we may be able to draw some conclusions as to how to meet some of the patent problems which we may expect in the near future.

I Patent Legislation

The year 1948 has been very quiescent as regards actual legislation affecting patents. As we all know, a patent is a purely federal matter and consequently Congress is the only legislative body which is competent to pass laws affecting patents. Although there were the usual rather large number of patent bills dropped into the legislative hopper, a review of actual legislation failed to unearth a single law dealing with the patent system directly. This is not surprising when one considers that 1948 was a presidential election year and also one during which not only Congress but a good many other people seemed to be on tenter-hooks practically all the time trying to figure out how to keep war from crashing down upon us, without at the same time sacrificing any of the essential national interests. Then, too, the high cost of living occupied the attention of our national legislators, though some may question this by pointing out the paucity of legislation on the subject. Whatever the reason or reasons, the fact remains that patents were left out of consideration entirely by Congress during 1948 insofar as enactments are concerned.

II Patent Litigation

Nor was 1948 outstanding in the field of patent litigation. This is believed to be the case, not only from the standpoint of the number of litigated cases involving patents, but also from the standpoint of general importance of the actual cases litigated. While, doubtless, every case was of decided importance to the litigants themselves, with the exception of a handful of cases the decisions handed down during 1948 were not noteworthy. This is not in any way a reflection upon any of the litigants, the subject matter of the patents involved, or of the decisions rendered, but is a natural result of the nature of patent litigation which in most cases is determined by deciding whether that illusive quality called "invention" is present or not. Since, for the most part, most patents litigated are borderline cases, the objective served by most patent litigation is merely to obtain a judicial pronouncement as to whether or not "invention" is present in the particular case in question.

In the patent cases litigated during 1948 the lower federal courts showed a practically unanimous tendency to follow the patent doctrines of the U. S. Supreme Court, which of course is what the lower courts are supposed to do at all times. As far as the U. S. Supreme Court is concerned it decided only four cases dealing with patents during 1948. Two of these cases have already been reviewed in the columns of this department.

The first case, *Funk Brothers Seed Co.* v *Kalo Inoculant Company*, reported at 76 United States Patents Quarterly 280, was reviewed in the April issue of this journal at pages 532 and 533. This case involves an inoculant composition suitable for fixing nitrogen in various plants. The patent under litigation, U. S. 2,200,532, disclosed a multipurpose inoculant. Heretofore, it had been necessary to use several specific inoculants to obtain the desired results. For example, if a farmer had crops of clover, alfalfa, and soy beans it would be necessary to use three separate inoculants.

The U. S. Supreme Court held that the inventor merely disclosed a law or phenomena of nature and did not apply it to a useful end but merely advanced the packaging of inoculants. In other words, bacteria inoculants are not the proper subject of patents. In a strong concurring opinion, Mr. Justice Frankfurter pointed out that the claims could have been held invalid because they did not adequately identify the bacteria strain. However, Mr. Justice Frankfurter did not agree with the reasoning of the majority and stated that it merely confused the issue to talk about "the work of nature" and "the laws of nature," for these are vague and ambiguous terms as everything that happens may be deemed a work of nature.

A dissenting opinion stated that the claims should be upheld, agreeing with Mr. Justice Frankfurter's remarks about the laws of nature. The dissenters felt that in view of the prompt and substantial commercial success and the filling of a long-sought important agricultural need, the claims were valid.

The second patent which has been the subject of a U. S. Supreme Court decision during 1948 and which has already been discussed in this column, the last time being only last month, is the so-called "Arrid" patent, U. S. 2,236,387, issued to Wallace and Hand, for an anti-perspirant. In this case, *Mandel Brothers, Inc.* v. *Wallace*, reported at 79 United States Patents Quarterly 220, the Supreme Court held that there was no invention involved. Because the entire opinion of the Court was set out in the December issue of this journal no further discussion of this case is believed necessary.

The other two cases decided by the U. S. Supreme Court in 1948 deal with the rights of patentees to fix prices under patent license agreements. In the first case, *United States* v. *Line Material Company et al*, reported at 76 United States Patent Quarterly 399, the Court dealt with the situation where the holder of a basic patent and the holder of an improvement patent got together under a cross-licensing agreement. Under this agreement, one of the patentees was permitted to license others and fix the price at which the licensees were to sell the products. The Court

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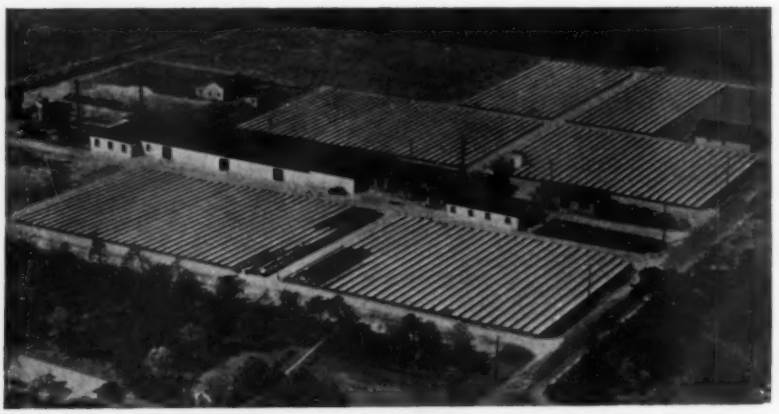

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held that such a cross-licensing agreement was invalid under the Sherman Act. About twenty years ago the Supreme Court had decided, in the case of *United States* v. *General Electric Company*, 272 U. S. 476, that a patentee could validly require his licensee to conform to a certain sale price schedule. The General Electric case has been limited by several judicial pronouncements since the case was handed down and it is even doubtful that the Supreme Court would follow the General Electric case in the future where a situation exactly analogous to the General Electric case be presented to the Court for disposition. For example, the opinion of the Supreme Court in the Line Material Company case pointed out that there was neither a majority of the Court which felt that the General Electric case should be reaffirmed nor was there a majority of the Court that felt that the General Electric case should be overruled, and it merely determined the issues on the *assumption* that the General Electric case continues to be law.

The fourth patent case decided by the U. S. Supreme Court during 1948 was the case of *United States* v. *United States Gypsum Company et al*, reported at 76 United States Patents Quarterly 430. In this case the defendants were accused of conspiring to fix prices on patented gypsum board and unpatented gypsum products, and, among other things, of fixing resale prices. In holding that the General Electric case did not apply to the situation at hand the Supreme Court said:

"The General Electric case affords no cloak for the course of conduct revealed in the voluminous record in this case. That case gives no support for a patentee, acting in concert with all members of an industry, to issue substantially identical licenses to all members of the industry under the terms of which the industry is completely regimented, the production of competitive unpatented products suppressed, a class of distributors squeezed out, and prices on unpatented products stabilized."

III Developments in the U. S. Patent Office

While the Patent Office is still way behind in its work, it has made great strides in catching up and is currently processing cases at a rate in excess of the rate at which new cases are being filed. The backlog of cases which resulted in great part due to war conditions is being reduced mainly as a result of two factors: (1) certain speed-up procedures and (2) by the fact that many of the Examiners who were employed immediately after the war have now acquired sufficient experience and hence are capable of greater productivity.

Some general observations of the writer on the basis of his actual experience in prosecuting patent applications in the drug, cosmetic and chemical fields may be of interest to the reader. For one thing, the Patent Office seems to be applying higher standards of patentability to inventions in these fields than was formerly the case. This is probably a reflection of the fact that these arts, at least the drug and chemical arts, are in an advanced stage and hence what was patentable twenty years ago and even ten years ago may very well be held to be unpatentable. It is the writer's opinion, however, that the Patent Office today tends to follow some of the pronouncements of the courts to a greater extent than was formerly the case. In the past it was not unusual for the Patent Office to issue a patent where there was a reasonable amount of doubt whether "invention" was present. This was done on the theory that the inventor was entitled to his day in court.

Broader claims in the chemical arts are becoming increasingly difficult to obtain. The Patent Office appears to be following the decision in *Schering Corporation* v. *Gilbert et al*, reported at 68 United States Patents Quarterly 84, wherein the broad claims which dealt with an enormous number of as yet non-existent organic compounds were declared to be invalid as being broader than the disclosure. While it has always been the rule that a reasonable number of the specific examples was required in order to serve as a basis for a broad chemical claim, the tendency of the Patent Office was to be more liberal in allowing such broad claims in the past.

Another attribute of current practice before the chemical divisions of the United States Patent Office is the need for recourse to experimental data presented to the Patent Office in the form of affidavits. For example, let us assume that the application discloses a series of new chemical compounds which are found to possess a certain chemical property, which may or may not be outstanding. The Patent Office Examiner will in general be able to find references showing somewhat related compounds as already having been known. If the known compounds happen to be homologs or isomers or otherwise very closely related structurally to the claimed compounds, it is necessary for the applicant to show that his claimed compounds possess some unexpected or unpredictable properties not possessed by those of the prior art. Obviously, this means that experimental data will have to be obtained and if favorable to the applicant will then be submitted to the Patent Office in the form of an affidavit in order for the data to be given due consideration.

While no one with a real belief in and for the patent system will quarrel with the Patent Office in its efforts to see that only valid patents are obtained, and hence where the claimed invention is shown to be pretty close to what is known, the applicant should be given the burden of proving that he has an invention, the fact remains that this situation helps to make patent prosecution quite costly.

General Conclusions

While as already stated, the year 1948 is by no means a banner year as far as patents are concerned, the writer believes that two very heartening conclusions for those interested in the welfare of the patent system can be drawn from the experience gained during 1948.

In the first place, there appears to be no serious doubt any more that the patent holders need not rely upon industrial spies in order to detect and to prove infringement, and this is particularly important in connection with chemical process claims. While the courts will still state that no "fishing expeditions" will be permitted into the affairs of the alleged infringer, a study of litigated cases will demonstrate that the question today is not so much how to elicit information from the other party but is more a question of how to prevent the other party from prying into your affairs. Indeed, the Federal Rules of Civil Procedure, which marked a large step forward in 1938 when they were first promulgated were amended in the spring of 1948 so as to make discovery of the facts in the other party's possession even easier than it had been theretofore.

The writer believes that if more care were exercised in connection with patent matters, beginning by the inventor actually performing more experimental work prior to filing the patent application than is usually the case and extending right on through the operations of the patent attorneys who draft the cases, the percentage of patents held valid by the courts would probably increase materially.

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Industry's Books

Drug Research and Development, edited by Austin Smith, M.D., and Arthur D. Herrick, 608 pages, buckram, Revere Publishing Co., New York, $10.

Today the drug manufacturer and distributor, the research and laboratory worker, the physician and pharmacist, the advertising counsel and sales representative are all participants in the development of drugs and drug therapy. Collectively they deserve considerable credit for the remarkable advances that have taken place in the last decade. But to take their rightful place in modern drug research, development, and promotion each requires a working knowledge, not only of the tasks allotted to him, but also of the program as a whole and what it encompasses and entails. The purpose of this volume is to promote such an understanding and to present the essential background. It is intended to serve as a contribution to the development and marketing of drugs and pharmaceuticals under today's conditions and requirements. Recognition is here made to the remarkable advances of modern drug therapy, and a step by step explanation is offered of the research and developmental processes that must be followed in formulating the modern drug formula, testing it, readying it for the market, complying with legal requirements, and merchandising, promoting, and advertising the perfected preparation. Since the editors have gone to a large extent to the industry and its associated branches for a large part of their material the chapter headings, the authors, and their association with the trade are listed herewith: 1. The Modern Drug Formula, Arthur D. Herrick and Austin Smith, Editors. 2. Chemistry of the Formula, Amel R. Menotti, Vice-President and Director of Research, Bristol Laboratories. 3. Pharmacology of the Formula, Harvey B. Haag, Dean, School of Medicine, and Professor of Pharmacology, Medical College of Virginia. 4. Laboratory Research, M. L. Tainter, Director, Sterling-Winthrop Research Institute. 5. Development of Biologicals, Charles R. Linegar, Chief, Biological Development and Control Laboratory, E. R. Squibb & Sons. 6. Clinical Testing, Windsor C. Cutting, Professor of Therapeutics, Stanford University School of Medicine. 7. Development of Facilities and Controls, Edgar B. Carter, Executive Director of Research, Abbott Laboratories. 8. Labels and Labeling, John G. Searle, President, G. D. Searle & Co. 9. Packaging and Storage, R. H. Rhodehamel, Manager, Merchandise Development and Control, Eli Lilly and Co., 10. The Product and the Patent Law, Edward Thomas, Patent Attorney and Author. 11. Drug Trade-Marks and Labels, Walter J. Derenberg, Trade-Mark Counsel, United States Patent Office. 12. Drug Regulations, Arthur D. Herrick, Editor. 13. New Drug Applications, Walton Van Winkle, Jr., Secretary, Therapeutic Trials Committee of the Council on Pharmacy and Chemistry, American Medical Association. 14. Biologic Control Regulations, Walter E. Ward, Medical Director, Cutter Laboratories. 15. Drug Certification, Walton Van Winkle, Jr. 16. Council Acceptance, Austin Smith, Director, Division of Therapy and Research, and Secretary, Council on Pharmacy and Chemistry, American Medical Association. 17. Product Development, Promotion, and Marketing, Robert A. Hardt, Director, Sales and Advertising, Hoffman—La Roche, Inc. 18. Advertising Charles S. Downs, Vice-President in Charge of Public Relations and Advertising, Abbott Laboratories. 19. Detailing the Physician, Thomas H. Jones, Vice-President, Paul Klemtner & Co., Inc. 20. Professional Acceptance, Austin Smith. 21. Retail Price Maintenance, Isaac W. Digges, General Counsel, Fair Trade Council.

Advances in Enzymology and Related Subjects of Biochemistry, Edited by F. F. Nord, Fordham University, New York, Volume VIII—538 pp., Interscience Publishers, New York, $8.

This is the eighth volume in the series on enzymology which is intended to bring forward the best work in the field from various sources. With this latest contribution available information is brought up to date. Contents of Volume 8: Functioning of the Cytoplasm, by Ludwik Monne. Quantitative Studies on Complement, by Michael Heidelberger and Manfred M. Mayer. Dehydropeptidase, by Jesse P. Greenstein. Antifatty-Liver Factor of the Pancreas—Present Status, by I. L. Chaikoff and C. Entenman. Alkaloid Biogenesis, by Ray F. Dawson. Certain Aspects of the Microbiological Degradation of Cellulose, by F. F. Nord and J. C. Vitucci. Synthesis of Lipides, by A. Kleinzeller. The Biochemistry of Fatty Acid Catabolism, by F. L. Breusch. Lipoxidase and the Autoxidation of Unsaturated Fatty Acids, by Sune Bergstrom and Ralph T. Holman. Enzymes of Snake Venoms and Their Biological Significance, by E. Albert Zeller. Author Index. Subject Index. Cumulative Index, Volumes 1-VIII.

Glossary of Packaging Terms, First Ed., compiled by Ger y O. Manypenny, Chairman, Packaging Glossary Sub-Committee, Standards and Practices Committee, Packaging Institute, Inc., Publisher, Free to members, Additional copies to members $1.75, non-members $2.75.

Industrial progress is facilitated when basic terms used by a particular group in describing materials, processes, methods and machinery have been standardized. The Glossary of Packaging Terms is an attempt to fulfill that need for the packaging industry. The Glossary assembles and refines the work of many trade associations, companies and individuals. It makes their combined efforts available in a single volume.

Wool Wax, by D. T. C. Gillespie, Australian Council for Scientific and Industrial Research, 96 pp., pocket-size, paper cover, Hobart Publishing Co., Washington, $5.

Said to be the only technical study of recent years covering this subject alone, the book contains detailed explanations of the end products derived from the basic wax. This work should prove of considerable interest to wool processers, the textile industry, pharmaceutical, cosmetic and soap manufacturers. An important section of the book is devoted to a listing of 422 literature references. Included in the book is the chemical properties of wool wax, uses and derivatives, especially cholesterol, purification of wool wax by a number of processes, wool wax acids, and other technical subjects.

Compounder's Corner

New Mouth Wash Prevents Dental Caries

In his experiments, carried on over a period of eight years, D. J. Goodfriend (*J. Am. Dental Assoc.* 37:511, 1948) has been using a mouth wash consisting of 40 Gm. of sodium alkyl aryl sulfonate, 80 Gm. of carbamide or urea, 1 drachm of flavoring and 1 grain of color to 1 gallon of pure water (distilled water is frequently acid). For the home care of the mouth, and teeth he recommends that a mouthful of the mouth wash be swished around and between the teeth for one minute after eating and after toothbrushing.

Goodfriend states that the combination of the urea and a nontoxic, nonirritating detergent is an improvement on urea alone, because the synthetic detergents have other improtant properties that add to the stability and effectiveness of the urea and that are of themselves important aids in the prevention of caries. These properties are: low surface tension that enables the solutions to penetrate otherwise inaccessible crevices and areas; wetting-out properties that enable the solution to penetrate and thoroughly saturate carbohydrate debris and foreign matter on the teeth; spreading coefficient that permits the solution to spread between the surfaces of foreign matter and the teeth and to break their affinity for each other; emulsification with movement that enables the solution to throw into suspension insoluble debris, and detergency that enables the solutions to clean away carbohydrate debris, plaque material and other foreign matter from the retaining surfaces of the teeth.

The importance of these properties in a solution of urea used as a mouth wash to prevent caries is shown by reference to the requirements of such a preparation. It is pointed out that the three important factors in the prevention of tooth decay are cleansing of the crevices and interdental surfaces of the teeth, preventing the formation of caries-producing acid in the carbohydrate debris on the tooth surfaces and neutralizing acids that may form. The urea and the synthetic detergent prevent the formation of caries-producing acid and neutralize acids that may occur because they penetrate, saturate and buffer the carbohydrate food debris. The detergent is an efficient wetting-out cleanser and cleans away food debris from the surfaces of the teeth. If it does not clean away the debris, it saturates it and inhibits the action of acid-forming bacteria. The urea becomes ammonium bicarbonate in the presence of bacteria and thereby neutralizes any acid that may be formed in the food debris. Thus, acting together, the urea and the detergent clean the crevices and interdental surfaces of the teeth, prevent the formation of caries-producing acid in carbohydrate food debris on tooth surfaces and neutralize acids that may be formed.

The efficacy of the mouth wash is shown by the fact that it reduced the incidence of caries an average of 70 per cent in a group of patients wearing fixed overlays for the correction of abnormalities of bite as compared with a similar group who did not use the mouth wash. Very noteworthy was the observation that this mouth wash, in addition to being an effective preventive of caries and a pleasent mouth refresher and deodorant, is a valuable adjunct to operative and surgical dental procedures. It will stop bleeding without soiling or contaminating the field as most hemostatic agents do. Held in the mouth for three to five minutes after tooth extraction, it usually completely controls bleeding and leaves an uninjured wound full of clotted blood. Sprayed on bleeding gingivae during scaling or cavity preparation, it controls the bleeding and cleans the operative field.

Isotonic Nasal Drops and Sprays

Because of the danger of "lipoid pneumonia" from preparations made with oil, G. G. Kaaber (Pharm. J. (161:298, 1948) decided to work out a series of formulas for nasal drops and sprays resembling the oily preparations formerly used. It was found that menthol, camphor, and eucalyptus oil when liquefied by trituration in a glass mortar were easily dispersed in a 2 per cent solution of methyl cellulose, to which a solution of chloretone and dextrose could be added by shaking. Following other experiments, a number of suitable preparations were developed. These formulas, which were also tested clinically, are as follows:

Formula I

Nasal Drops of Menthol, Camphor, and Chloretone, With Eucalyptus

Menthol	**2.5 Gm.**
Camphor	**2.5 Gm.**
Eucalyptus oil	**6 cc.**
Mucilage of methyl cellulose	**60 cc.**
Chloretone	**5 Gm.**
Dextrose	**45 Gm.**
Distilled water (100°C.), to make	**1000 cc.**

Liquefy the menthol, camphor, and eucalyptus oil by trituration in a glass mortar. Add the mucilage under constant stirring, until oily drops disappear. Dissolve the dextrose and chloretone in the boiling water. When cool, mix the liquids, add water to make one liter and shake. Label: shake the bottle.

If the addition of a vasoconstrictor is desired, for example, ephedrine or "neo-synephrine," the amount of dextrose should be reduced correspondingly. The vasoconstrictor should be dissolved in the cooled solution of chloretone and dextrose.

Formula II

Nasal Drops as in Formula I With Ephedrine

Menthol	**2.5 Gm.**
Camphor	**2.5 Gm.**
Eucalyptus oil	**6 cc.**
Mucilage	**60 cc.**
Ephedrine sulphate	**10 Gm.**
Chloretone	**5 Gm.**
Dextrose	**30 Gm.**
Distilled water, to make	**1000 cc.**

Formula III

Nasal Drops With "Neo-Synephrine" ¼ Per Cent

Menthol	**2.5 Gm.**
Camphor	**2.5 Gm.**
Eucalyptus oil	**6 cc.**
Mucilage	**60 cc.**
"Neo-synephrine" hydrochloride	**2.5 Gm.**

Chloretone	**5 Gm.**
Dextrose	**42 Gm.**
Distilled water, to make	**1000 cc.**

Kaaber also suggests the following formulas for isotonic, antiseptic sprays which contain chloretone (as a mild anesthetic) or ephedrine (as a vasoconstrictor):—

Formula IV
Spray of Guaiacol

Guaiacol	**5 cc.**
Sodium chloride	**8 Gm.**
Distilled water, to make	**1000 cc.**

Formula V
Spray of Thymol and Chloretone

Thymol	**0.5 Gm.**
Chloretone	**5 Gm.**
Dextrose	**45 Gm.**
Distilled water, to make	**1000 cc.**

Formula VI
Spray of Thymol, Chloretone, and Ephedrine

Thymol	**0.5 Gm.**
Chloretone	**5 Gm.**
Ephedrine sulphate	**10 Gm.**
Dextrose	**30 Gm.**
Distilled water, to make	**1000 cc.**

CERALAN—Alcoholic Fraction of Lanolin

"Ceralan," a new alcoholic fraction of lanolin is now being made available by the Robinson-Wagner Co., Inc., 110 East 42nd Street, New York 17, N. Y. Ceralan is described as ceraceous mixture of monohydroxyl alcohols obtained by splitting lanolin by pressure hydrolysis in the presence of suitable catalysts. Also available is a highly purified grade which is especially useful in cosmetics and medicinal ointments. Ceralan is a hard, waxy mass, but at room temperature it is pliable and plastic. At temperatures above its melting point (58° to 60°C.), it is an amber-colored, viscous liquid.

Ceralan has a number of varied uses. It may be employed in the formulation of cold cream, hair cream oils, permanent wave emulsions, lipsticks, brushless shaving creams and other cosmetics. It may also be employed in the production of soaps and ointments. Formulas illustrating such uses are available. For example, a cold cream may be made from:

"Ceralan"	**3.0 per cent**
Beeswax	**15.0 " "**
Mineral oil 85/90	**50.0 " "**
Borax	**0.5 " "**
Water	**31.5 " "**

Because it imparts a pleasing soft, lustrous effect to the hair, Ceralan may be used in permanent wave solutions to combat a tendency to leave the hair dry and brittle. An improved permanent wave solution may be prepared by melting 1 pound of Ceralan in 2 pounds of sulphonated castor oil. This mixture may then be emulsified with a solution made from:

Sodium sulfite	**5 lb.**
Triethanolamine	**10 lb.**
Water	**125 lb.**

Thiamin Elixir

An improved thiamin elixir, of uniform composition and unvarying therapeutic potency, has been included in the "Florida Formulary," which is prepared by the Professional Relations, University of Florida, School of Pharmacy. This Elixir Thiamine F. F. consists of:

Thiamin hydrochloride	**0.2 Gm.**
Syrup of cutric acid	**120.0 cc.**
Syrup of orange	**120.0 cc.**
Sheery wine	**480.0 cc.**

Each fluid ounce of this elixir will supply 12 mg. (4,000 International units) of thiamine hydrochloride.

Sulfathiazole Nose Drops

Originally suggested by J. Zugich, the following formula for making sulfathiazole nose drops has been cited in the *Journal of the American Pharmaceutical Association, Practical Edition (9:362, 1948):*

Sodium sulfathiazole sesquihydrate	**2.5**
Thiourea	**2.0**
Glycerine	**1.0**
***dl*-Desoxyephedrine HCl**	**0.125**
Distilled water, to make	**100.0**

Dissolve all the ingredients by gentle heat. Add 0.8 per cent of 0.6N hydrochloric acid.

Oil Shampoos

It is pointed out in Soap, Perfumery and Cosmetics (21:800, 1948) that "oil shampoo" is a term properly applied to a shampoo of relatively high free oil content that is supposed to lubricate the hair as well as clean it. It is also noted that a non-creamy, mildly lubricating and effectively cleansing oil shampoo is not a simple type of preparation to formulate. Indicative of the composition of such products are the following formulas, which are given as a bases for experimentation:

1. Sulphonated castor oil (best cosmetic grade)	**78**
Mineral oil, light	**3**
Glycerine	**4**
Water, distilled	**15**
Perfume and preservative	**q.s.**
2. Sulphonated castor oil	**25**
Sulphated fatty alcohol (liquid)	**40**
Mineral oil, light	**5**
Water, distilled	**30**
Perfume and preservative	**q.s.**
3. Castor oil	**75**
Castor oil fatty acids	**6**
Alcohol	**9**
Glycerine	**5**
Perfume (terpineol type)	**q.s.**
Triethanolamine	**2**
Ethyl oleate	**3**
Preservative	**q.s.**

Bulletin on Compound G-4

A new bulletin "Compound G-4 for Pharmaceuticals and Cosmetics," has been published by the Sindar Corporation, 330 West 42nd Street, New York 18, N. Y. Typical formulas for the use of G-4, described as a potent fungicide and bactericide, to impart antiseptic properties to antiperspirant creams, and to deodorant creams, powders, and colognes, are given. The use of this chemical in veterinarian preparations, disinfectants, and for athlete's foot ointments, powders, and alcoholic solutions, is also indicated. Copies of the pamphlet, called Technical Bulletin 48-6, are available from Sindar Corporation.

Lithium Salts in Cosmetics

Lithium salts of fatty acids long used in lubricating greases, are now finding a new market in face and other types of powders. These non-toxic lithium salts are being used in baby powders, women's face powders, dusting powders and men's talcum. The material has a very low bulk density, lower than magnesium and zinc stearates long used in face powders, and no cosmetics producer is adverse to a large economy size package.

The lithium salt is also said to have a superior oil absorbency which prevents for a longer time the oil secretions of the skin seeping through the powder coating. In baby powders the high degree of water repellency and oil absorbency provides a long-lasting film which prevents chafing and reduces possibility of burns caused by lengthy contact of the skin with wet diapers.

A mixture of lithium fatty acid salts, suitable for such products, is being offered to the cosmetic industry by the Foote Mineral Co. of Philadelphia, Pa.

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Advancing Therapy

New Treatment for Scabies

Scabies constitutes one of the most frequently encountered diseases in dermatologic clinics, its incidence varying with climate, habits of personal hygiene and degree of intimate contact. Scabies affects all ages, all races and all strata of society, although it occurs less often and usually in a modified form in persons of clean habits. It is seen in office practice as well as in the clinic. Hence the interest in the report of A. B. Cannon and M. E. McRae (*J. A. M. A.* 138:557, 1948) on the use of a new and potent insecticide in the treatment of this condition. In their studies, 100 unselected patients with scabies were treated with a preparation of the gamma isomer of hexachlorocyclohexane in a vanishing cream base, with 100 per cent cures. The remedy was effective in cases in which other preparations had failed. No cases of irritation or sensitivity occurred, either as primary or late manifestations. No contraindications were elicited, even in the presence of severe secondary dermatitis. The preparation was also successful in the treatment of pediculosis in the few cases in which it was tried.

Penicillin Tablets as Gonorrhea Preventives

Work done by H. Eagle and his associates (Public Health Repts. 63:1411, 1948) indicate that penicillin tablets are effective means for preventing gonorrhea. Animal experiments had suggested the possibility that in man, penicillin tablets taken by mouth within a few hours after exposure might prove effective in the prevention of gonorrhea. To test that possibility, a unit comprising approximately 350 naval personnel under fairly close medical supervision was divided into two equal groups. One group received 100,000 units of penicillin (increased to 250,000 units after the first 16 weeks), taken as a single peroral tablet as the men returned to the ship from shore liberty, and whether or not they had been exposed. The second group received a similar placebo tablet, containing no penicillin. The penicillin tablets used in this study were the ordinary buffered tablets of commerce.

It was found that peroral penicillin was highly effective in the prevention of gonococcal infection. In a control group receiving no penicillin, there were 43 cases after 3,616 liberties, or 11.9 per thousand. In 3,218 liberties which were followed within a few hours after exposure by the ingestion of a single 100,000-unit tablet of crystalline penicillin G, there were 5 cases. In 1,239 liberties which were similarly followed by the ingestion of a single 250,000-unit tablet there were 2 cases of gonorrhea. In one of these the subject stated that he had not taken the pill. In the other, gonorrhea developed 7 days after a "protected" liberty, the subject having in the meantime been absent without leave for 5 days, with frequent exposure. The maximum length of time after exposure for which a single tablet of 250,000 units would be reasonably effective remains to be determined. In the study, there have been no complications which might militate against the general use of peroral penicillin for the prevention of gonorrhea. There has been to date no evidence of sensitization to penicillin, no apparent development of penicillin-fast strains of gonococcus, and no instance of suppressed syphilitic infection. Studies on the effect of the continued intake of penicillin on the bacterial flora of the mouth and intestine are now in progress.

Inhalation of Antiobiotic Combination

In cases of respiratory infection which do not respond to inhalation of 150,000 units of penicillin in 1 to 1.5 cc. of isotonic solution of sodium chloride once or twice a day, or in which gram-negative organisms have been demonstrated, D. Davis (*Trans. Amer. Acad. Ophth. & Otolaryng.*, 1948, p. 273) suggests that 0.1 Gm. of streptomycin be combined with the penicillin. With the combined therapy, Davis reports improved results in treating patients with bronchiectasis. When possible, more than one treatment a day is advocated. In patients with acute or chronic cough when no cause can be determined and usual treatments have failed, inhalations aid in making secretions less tenacious and easier to clear from the throat, especially in children. In two cases persistent cough following pertussis was relieved by inhalation of penicillin. After these inhalations, inhalation of 0.5 cc. of saline solution added to the nebulizer makes use of any penicillin remaining in the apparatus. The use of humidified oxygen prevented development of sore throat.

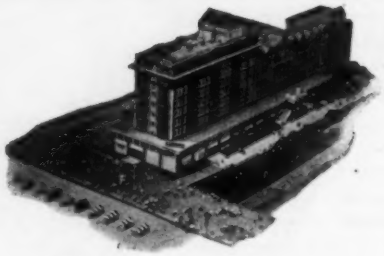
Newer Possibilities for Chloromycetin

According to a note in *Science News Letter* (54:343, 1948), dysentery cholera, and two relatively new diseases, Q fever and rickettsialpox, are the next diseases expected to fall before the healing power of chloromycetin, streptomycin-like remedy dug out of a sample of earth from Venezuela. These prospects were disclosed by Army scientists at the meeting of the American Public Health Association in Boston. The recently crystallized drug has already shown rapidly curative effects in five other plagues, epidemic typhus, scrub typhus, murine typhus, typhoid fever and Rocky Mountain spotted fever.

Topical Use of Penicillin in Dentistry

In a brief, but comprehensive report on the value of penicillin therapy in dentistry, L. R. Cipes (*Dental Survey* 24:1433, 1948) states that, topically, crystals of potassium penicillin crystalline G may be applied directly to mucous membranes. In lozenge form 5,000 units per lozenge and in chewing wax form 20,000 units per chewing tablet are available. Aqueous solutions of penicillin are used in root canal therapy. Average dose is 2 cubic centimeters of a 5,000 unit per cubic centimeter solution. The solution is injected via the root canal into periapical tissues. This dosage is repeated at subsequent visits until two sterile cultures are obtained.

For the administration of penicillin by the topical route the newer ointment bases may be used. Ointments not only offer a method of applying penicillin



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to oral lesions but will insure the maintenance of the penicillin potency factor. The following ointment for dentists' use says Cipes, has proved effective:

Penicillin G, crystalline potassium salt	100,000 units
Cetyl alcohol	1.00 Gm.
Propylene glycol	0.75 Gm.
White wax	0.12 Gm.
Sodium lauryl sulfate	0.25 Gm.
Water	5.00 cc.

Melt the alcohols on a water bath, the lauryl sulfate is dissolved in water and heated to same temperature. The oil phase is to be added slowly to the well-stirred water phase and stirred for ten minutes until congealed.

A penicillin surgical pack for use by the dentist may be made from:

Penicillin-calcium	100,000 Oxford units
Gum tragacanth	3.0 Gm.
Distilled water	2.0 cc.
Sesame oil	4.5 cc.
Zinc oxide	3.0 Gm.
White rosin	4.0 Gm.
Bismuth subnitrate	4.0 Gm.

Dissolve penicillin in the water and add tragacanth, then incorporate other ingredients to make a thick paste.

Fluid Administration with Hyalvronidase

Several reports attest growing interest in the potentialities of the enzyme, hyaluronidase, as an adjunct in therapy, especially when medicaments or nutrients are given by hypodermoclysis. For example, J. Schivartzman and his associates (*J. Pediatrics* 33:267, 1948) report that clysis may be facilitated by administration of hyaluronidase. At present, perhaps because the enzyme is imperfectly purified, nearly 1 in 10 persons shows sensitivity to hyaluronidase. Consequently, skin-testing may be advisable prior to administration. They found that hyaluronidase accelerated absorption of adrenalin, penicillin, procaine, and streptomycin. The rate of absorption was practically identical whether the patient was well or ill. In each case the extent and duration of pain and swelling associated with clysis was reduced. Body physiology was unaltered. Continuous clysis for at least five days could be given. When the needle was left in the same area, however, tissues became inflamed after the third day.

Of a similar nature are the observations made by A. T. Henderson, S. L. Wallace and R. E. Faucett (*U. S. Naval Med. Bull.* 48:865, 1948). They state that hyaluronidase enables fluids to be given by hypodermoclysis and to be absorbed as rapidly as the usual intravenous administration without significant subcutaneous swelling. Solutions of isotonic saline, of 5 per cent dextrose, plasma, one-sixth molar sodium lactate, and others can be given by this means. Obviously such administration cannot be considered a complete substitute for intravenous therapy. If can, however, be an adjunct form of fluid administration. It can be used for maintenance therapy after the shock crisis is past. If for any reason intravenous fluids cannot be given, it can be used as an alternate method of administration.

In burns and in severe gastroenteritis, subcutaneous fluid administration with hyaluronidase can be of much value. Immediate replacement of fluid loss in such conditions is an emergency measure. When the number of casualties is excessive and assumes epidemic proportious, it may be necessary for unskilled persons to do a large part of the work. Under such circumstances the conjunct use of the enzyme may prove of great value because it is far simpler to place and maintain a needle under the skin than to introduce it into a vein.

Dihydrostreptomycin

Announcement of the availability of dihydrostreptomycin has aroused considerable interest. Dihydrostreptomycin is chemically derived from streptomycin, and clinical experience indicates that it will be highly effective in the treatment of many infections, including tuberculosis. While dihydrostreptomycin does not wholly overcome the untoward effects associated with streptomycin, it can be administered for longer periods of time before these become evident. This makes possible longer administration of the drug, and gives promise that some infections may be cured before any untoward effects result. Six reports of laboratory and clinical trials with the new compound have been published in the November, 1948 issue of the *American Review of Tuberculosis*. As noted in one of these reports, sufficient evidence has been accumulated to indicate that dihydrostreptomycin is an effective drug for the treatment of some types of clinical tuberculosis. Its activity is probably similar to that of streptomycin but it is much less toxic than streptomycin when given in comparable doses for similar periods.

In another paper of this series, it is noted that dehydrostreptomycin may be useful in the treatment of patients unable to tolerate streptomycin because of hypersensitivity. The lower neurotoxicity of the dihydro derivative also suggests that it is preferable to streptomycin for the treatment of patients who require large doses or long courses of the antibacterial agent."

Tetraethyl Ammonium Chloride for Peptic Ulcer

In his report in *Surgery, Gynecology and Obstetrics* (87:76, 1948), J. M. Ferrer, Jr. cites previous investigations which indicate that tetraethyl ammonium salts produce an effective block of all autonomic nerve impulses, both sympathetic and parasympathetic, and that this block occurs at the autonomic ganglions. One of the many effects of this block is reported to be a decrease in gastrointestinal motility and in the volume and acidity of the gastric juice. An investigation was undertaken to determine whether the excessive night secretion in patients with peptic ulcer could be prevented by vagus nerve block with tetraethyl ammonium cloride. Ferrer found that the block produced by tetraethyl ammonium chloride is not a pure vagal block but a combination of vagal plus sympathetic block. The drug prevented excessive night gastric secretion and acidity in twelve of seventeen tests of patients with peptic ulcer. Intramuscular dosage of approximately 20 mg. of tetraethyl ammonium chloride per kilogram of body weight is usually adequate to produce this effect if repeated at intervals of four hours but is not uniformly adequate at intervals of six hours. When the compound was given at four hour intervals, excessive night gastric secretion and acidity were inhibited in 6 of 7 patients with peptic ulcer. No serious toxic or side effects were noted. Transient fall in both systolic and diastolic blood pressures was noted after administration of the drug.

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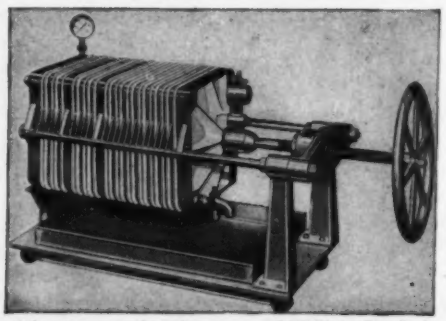

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Corns and Calluses

(Continued from page 45)

ready-to-use, pre-shaped form,[25] but professional workers generally prefer to cut the material to size and contour suitable for the specific needs of the individual patient.[26] Some of these rings and pads serve solely as mechanical aids to foot comfort. Others, however, combine this protective action with a medicating, corn-softening effect.

This combined result is achieved by placing medicated products, like plasters or impregnated fabric discs, in the centers of the protective rings or pads. Medicated compounds, like the salicylic acid plaster previously cited, are mounted on fabric for similar purposes. Special adhesive mixtures, compounded with rubber, are also used to provide a combined effect.

Salicylic acid is the chief medicating material in most of these products. Frequently it is used in conjunction with a local anesthetic to provide prompter pain relief. An example of such a product is offered in the following method for making medicated centers for corn pads:

Acetone	168 parts
Castor oil	3 "
Venice turpentine	6 "
Celluloid flakes	10 "
Salicylic acid	40 "
Ethyl aminobenzoate	10 "

Dissolve the salicylic acid and the benzoate in the acetone, add the castor oil and turpentine and finally the celluloid. Stir occasionally until the celluloid is dissolved. If desired the preparation may be colored green by adding ½ to 1 part of oil-soluble chlorophyll.

Illustrative of the older type of product[17] is the following corn plaster which is divided into small pellets and inserted into sticking plaster bands:

Salicylic acid	25 lb.
Belladonna plaster	25 "
Lead plaster	50 "

Other types of products in this class may be based on the use of rubber mixes in corporating an active medicament. Indicative is an item made with a felt protective ring, the center of which is filled with a rubber plaster containing 25 per cent of salicylic acid.

As pointed out in an authoritative discussion[27] on plasters, the rubber base for making these products is pliable, adhesive, not too hard or soft, and will yield up its medication to the absorbents of the skin. At the same time, it is also noted that production of the rubber base plaster mass requires the use of special grinding, mixing and spreading machinery. This, of course, takes the manufacture of such corn plasters out of the hands of the small producer.

Corns which do not respond to the usual procedures may require special treatment with x-rays, carbon dioxide snow or the like, administered by experienced workers. Following the removal of corns by paring, chemical preparations or other methods it is advisable

to protect the treated areas with adhesive tape or moleskin for a suitable period, up to six weeks if indicated.[4]

A callus may be described as a flattened-out area of hardened skin. It may cause a burning sensation or produce actual pain. There are certain similarities between corns and calluses, but there are also definite distinctions. Like corns, calluses are produced by pressure and friction. Some of the medicated preparations used for treating corns, like collodion paints, are also employed on calluses.

A very definite distinction is the fact that a callus has no central core. As a rule a callus also covers a larger area than a corn. Corns are practially limited to the feet, while calluses appear not only on the feet but on other parts of the body as well. On the foot, a callus is due either to faulty footwear or some orthopedic condition, such as displacement of the head of one or more metatarsal bones.[6] Studies, such as those of Halberg,[28] have shown that plantar calluses are not uncommon in children, being more frequent in girls than in boys.

Calluses may appear on other parts of the body as a result of occupation or other factors.[5] They are commonly encountered among mechanics, carpenters, stonecutters, shoemakers, musicians and in many other types of workers. They are often so characteristic of these trades that by their location alone they point, in many cases, to the occupation of the individual showing them.[23,29] Aside from serving as a means of identification, these calluses are natural protective devices that are often essential to efficient performance on a job.

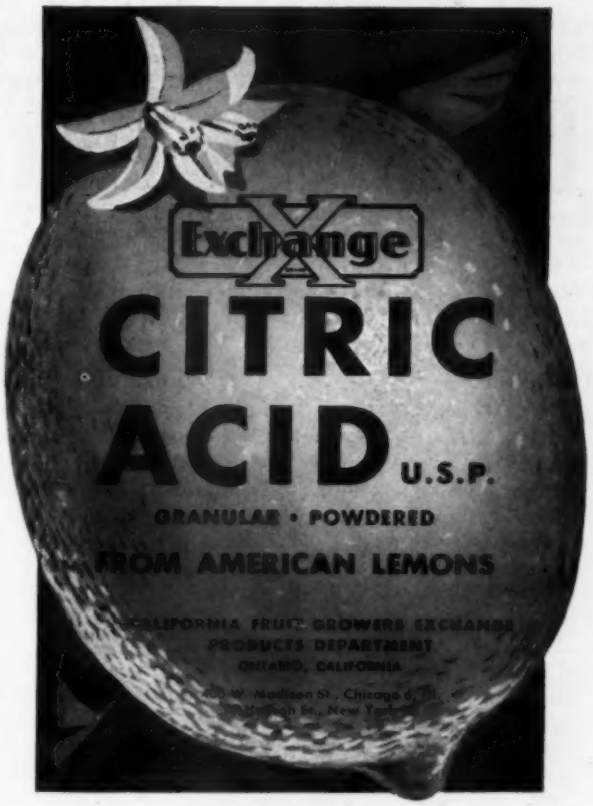
Reasons of this kind explain the statement that callosities require treatment only when they are sources of pain or of discomfort.[23] To this may be added the observation[13] that calluses tend to disappear spontaneously when the cause is removed. Proper care of the feet, including bathing, drying and powdering, is important to prevent recurrences.

When treatment is indicated, it is provided by local trimming or paring, the use of keratolytic agents, and the use of supports which closely follow the contours of the foot so as to distribute the pressure more uniformly.[30] Among the chemical agents[5,23] recommended are the salicylated collodion paints employed for corns and plasters or mulls containing salicylic acid. However some authorities, like Cozen,[31] feel that the application of corn medicines to calluses on the plantar surfaces of the foot should be discouraged, inasmuch as they may produce severe inflammatory reactions adjacent to the keratotic area.

In addition to the salicylic collodions and plasters, there are various other preparations that are especially suitable for treating calluses. Warm oil is a time-honored substance for softening calluses. Another type of callus softener may be prepared from:[32]

Tribasic sodium phosphate..... 8.0 per cent

(Continued on page 114)



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Perfumer's Shelf

Odor Masking

The October, 1948 issue of *Schimmel Briefs* presents a concise but comprehensive consideration of methods of masking odors. With growing frequency the modern perfumer is called upon not only to add a pleasing scent to an odorless product but to substract the disagreeable odor from an evil-smelling product. The latter is by far the more difficult feat to bring off with any degree of success. The most troublesome problems of odor masking are presented by the various technical preparations such as insecticides, room sprays, polishes and cleaning compositions. The objectionable odors of some types of plastics and of synthetic rubber have proved difficult to cover and have been a deterrent to the use of these products for household purposes. The odors of the solvents in paints and printing inks and of the oils used in finishing textiles also present a challenge to the perfume industry. Among cosmetic products there are several types which may require special perfuming to cover the disagreeable odor of some necessary ingredient.

An aggressively unpleasant odor can sometimes be subdued by the use of a relatively mild-smelling substance. However, it is usually necessary to resort to strong-arm methods and overwhelm a disagreeable odor with a stronger but more acceptable one. The strong woodsy odors of pine, pine needle, cedarleaf and cedarwood oils are excellent for masking purposes. These oils are widely used in the perfuming of room sprays, disinfectants, polishes and other technical preparations where they are required to cover the odors of ingredients such as phenol, montan wax, kerosene, benzene and ammonia. The refreshing odors of spike oil, lavender oil and rosemary oil are also used extensively for covering the odors of technical preparations. The aromatic scent of eucalyptus oil is often employed to mask the smell of disinfectant sprays and medicated soaps. Other essential oils which are particularly effective as masking agents include citronella, lemongrass, peppermint, East Indian sandalwood and sassafras oils. The isolates from these oils are frequently utilized for masking purposes, e.g., safrol in place of sassafras oil, cineol instead of eucalyptus oil and citronellal in place of citronella oil. In the perfuming of cheap soaps for household and industrial use, safrol serves to cover a multitude of olfactory sins. A good quality perfume with high covering power can be made by combining safrol, rosemary oil and spike oil in equal parts.

A number of other specific examples are given. In concluding, it is pointed out that the basic principle governing the art of odor masking is to make an unpleasant odor a part of a bouquet, the general effect of which is agreeable. The olfactory sense is then confused by a combination of odors rather than assaulted with one harsh tone. It follows from this principle that a compound containing several ingredients of good covering power will be more effective as a masking agent than any single chemical.

Brighter Prospects for Vanilla

Vanilla, the only orchid to star in the kitchen, may become more abundant as a result of work done by L. Knudson of Cornell University. As was reported in the October, 1948 issue of the *Industrial Bulletin of Arthur D. Little, Inc.*, Knudson's discovery of how to make vanilla seeds germinate is expected to lead the way to solving many problems in vanilla culture. Heretofore vanilla has been of the wild variety which originated in Mexico and is propagated by cuttings and pollinated by hand. Because, orchid seeds are only a fraction of the size of a pinhead and have no tissues for food reserves, they are especially vulnerable to destruction by animals, other plants, or unfavorable environment, and natural germination is precarious. Knudson was a pioneer in developing a technique for growing orchids from seed in an artificial environment, and during the past twenty years his methods of germinating seeds in flasks containing a special nutrient agar have been widely adopted by orchid growers. Vanilla, however, has offered considerable resistance to this method of culture, and only by repeated experimentation and modification of the technique has it been possible to obtain vanilla seedlings. The new method offers hope that new strains of the plant may be developed which will be resistant to vanilla root rot, which now limits the life of a vanillery to about seven years. In the *Bulletin*, it is also pointed out that vanilla beans are green and flavorless when picked, and must be subjected to extensive processing to bring out the flavor. They are first "killed" by dipping in hot water for a few seconds to stop the life processes; sometimes this is accomplished by freezing or by exposure to heat from the sun or ovens. After slow drying or "sweating" until they have lost about 75 per cent of their moisture, they are kept in closed boxes until they develop the characteristic fragrance. Although the prices paid for cut or undersized beans are usually less than for top-graded whole beans, there is actually no difference in quality. The beans, which look like string beans, have a waxy feel, are filled with tiny black seeds, and have a delightful aroma after curing. They come to this country in bundles of 60, graded and packed to maintain their moisture content.

Essential Oil from Fern

From the scented fern, *Paesia scaberula*, which grows in New Zealand, L. H. Briggs and M. D. Sutherland (*Nature* 160:333, 1947) have obtained an essential oil of terpenic nature. From this oil, they isolated a sesquiterpene alcohol, $C_{15}H_{24}O$, and heptacosane.

Cinnamaldehyde Determination

An improved method for determining the amount of cinnamaldehyde in oil of cinnamon by means of hydrazine sulfate has been proposed by L. Fuchs (*Scientia Pharm.* 16:50, 1948). In brief, the method is as follows: Weigh a sample of no more than 0.09 to 0.11 Gm. of oil of cinnamon in a 100-cc., glass-stoppered Erlenmeyer flask, dissolve in 5 cc. of methyl alcohol or 95 per cent ethyl alcohol, add 30 cc. of water, and titrate with 0.1 N sodium hydroxide using methyl red as the

indicator. Add 5 cc. of 0.1 M hydrazine sulfate solution and water until the contents weigh 50 Gm. Allow to stand 6 hours with occasional vigorous shaking. Filter through a small roll of cotton and titrate a 40-Gm. aliquot with 0.1 N sodium hydroxide, using a buret with 0.02-cc. graduations. Usually enough methyl red is still present. Titrate 5 cc. of the hydrazine sulfate. One cc. of sodium hydroxide equals 0.0264 Gm. of cinnamaldehyde.

Essences from Hesperides Fruits

In a report on Hesperides fruits and their essences, L. Margaillan (*Cahiers coloniaux* through *Chem. Abstr.* 42: 8422, 1948) notes that the terpenes in bitter orange peel oil amount to 92 per cent. In the oil from Portuguese oranges it amounts to 95 to 96 per cent, to 90 per cent in lemons and in mandarine oil it is 96 per cent. Oil of bergemot contains 30 to 45 per cent of linalool acetate, the important constituent of lavender. Essence of bitter orange flowers contains 35 per cent terpenes, 30 per cent linalool, 7 per cent linalool acetate, 4 per cent geraniol and nerol, 4 per cent of their acetates, 6 per cent nerolidol and 0.6 per cent of methyl anthranilate. Oil of immature mandarines contains 40 per cent of terpenes and 50 to 62 per cent of methyl anthranilate, while that of immature lemons consists 55 per cent terpenes, 15 per cent citral, and 10 per cent geraniol and nerol (as acetates). Margaillan points out that the different varieties of fruit give essential oils whose characterestics and qualities vary with botanical origin and the part of the plant from which they are obtained usually the fruit rind or the flowers.

New Nerolidol Source

In a previous discussion Y. R. Naves (*Perf. & Essent. Oil Rec.* 39:280, 1941) had explained how useful cabreuva oil is on account of its nerolidol content. This oil is produced from the wood of *Myrocarpus frondosus* and *M. fastigiatus* Allem. Nerolidol, of which the oil contains from 60 to 80 per cent as well as about 2 per cent of farnesol, is the raw material for the synthetic production of the latter. As a result, the use of these alcohols in perfumery, so long restricted by their scarcity and the high cost of synthetizing them, becomes more easily accessible.

He also noted that the essential oils of the wood of other Sophoreae, especially *Myrospermum erythroxylon* Allem. and *Myroxylon pereirae* Klotzsch., also contain high percentages of nerolidol. *Myroxylon pereirae* is of especial interest, as it is from this tree that balsam of Peru is obtained. As a result of the discovery of nerolidol in the essential oil derived from the wood of *Myroxylon pereirae*. Naves carefully studied the production of the oil, which may be associated with that of the balsam by use of trees exhausted of the latter.

He was able to examine and experiment upon woods derived from a healthy tree, and also a tree which had been used for the production of balsam. Both logs came from the province of Sonsonato in Salvador, which is the chief and most renowned of the balsam of Peru producing districts. Naves found that the wood of the healthy tree yielded less essential oil and much less nerolidol than the wood of the tree used for the production of balsam, although the amount of heart and the number of vessels were practically the same in both cases. Here are the percentages of essential oils and their constituents:

	Healthy tree	*Used tree*
Yield in oil	**0.736**	**1.08**
Composition of oil:		
Cadinenes	**28–30**	**6–8**
Free nerolidol	**50–52**	**68–70**
Free cadinol	**12–14**	**7–9**

Cadinenes are non-racemized isomers; the hydrochloride which Naves prepared from them was stereochemically pure. Cadinol could not be crystallized, but its hydrogenation product, dihydrocadinol, melted at 132°C. and produced also a cadinene dihyrochloride stereochemically pure. The dihydrocadinol obtained by Plattner and Markus by hydrogenation of a cadinol melting at 72°C. extracted from Java citronella oil melted at 123.5-124°C. It is possible that these dihydrocadinols are isomers.

Oil of *Myroxylon pereirae* is distinguishable from oil of cabreuva not only by the presence of important percentages of cadinenes, but also by the absence of the large percentage of bisabolol which characterizes the Brazilian oil.

In the opinion of this authority, the attraction of nerolidol and farnesol for perfumers lies in the ability of these alcohols and especially farnesol to "blend" the odors of the constituents of a mixture whilst enhancing some of them, so as to produce a kind of "sleekness," giving the perfume a clean and flexible appearance. This ability to enhance the odor acts also in favor of certain impurities in alcohols isolated by the usual methods. It should be noted that the results of these studies form the subject of a patent.

Solid Colognes and Perfumes

In his discussion on the manufacture of solid colognes, K. Sluijs (*Alchimist* 2:229, 1948) states that he has studied such products for a number of years and that he obtained excellent results with the following method based on the saponification of stearin: Take 45 parts of stearin (first grade) and melt. Add 5 parts of sodium carbonate together with 950 parts of alcohol 94° in which 20 to 30 grams of Eau de Cologne essence are dissolved previously. Bring the mixture to such a temperature that the stearin is completely saponified and keep the product at this temperature for about one hour. Next run the Cologne, while still liquid into the molds. On cooling down a splendid fresh solid Cologne will result which is especially favored for its refreshing action on the skin.

Another formula which, however, has not been tested, is as follows:

Stearic acid	**15**
Alcohol 94°	**200**
Dissolve by gently heating and add:	
Sodium carbonate	**10**
Water	**30**

It is possible to make solid perfumes by this method but it is less appropriate because the perfume is not used for refreshing purposes, but for its odor. The preparation of solid perfumes is based upon a good grade of solid paraffin to which a first class perfume oil is added, the proportion being 30 to 60 grams of essence per kilo of paraffin. Melt the paraffin on a water bath and allow to cool down without stirring until the mixture becomes creamy. Next the perfume oil is carefully admixed while stirring and eventually 10 per cent of kaolin is added. Finally run the mixture into the molds or directly into the ultimate containers.

Another good mixture is the following:

Solid paraffin	**3 parts**
Spermaceti	**4 parts**

To this from 30 to 60 grams of a well fixed perfume essence are added. The appearance of solid Colognes may be improved by slightly coloring them with chlorophyll or brilliant green.

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Abreast of the Markets

Competition Expected In Some Products of the Industry This Year. Alcohol Drops Again.

The quietness of all raw material markets is due to the seasonal lull normally expected as the year wears out. Manufacturers of the items which have shown a market improvement in supply during recent months are planning some aggressive selling campaigns for the new year in both domestic and export markets. Supplies of several items are now large enough so that producers may look for a measure of export sales without stinting home consumers. A competitive situation in some products of the industry may appear next year. On the whole, however, 1948 ended with crude drugs and fine chemicals steady, and with essential oils in a firmer position.

Glycerine is strong and consumers would feel more comfortable if stocks were about 10,000,000 pounds above the reported 40,000,000 pounds on hand. Consumption of glycerine is increasing and consumers may feel a pinch before synthetic material hits the market in increasing quantities.

Alcohol ended the year in a very competitive position. All indications point to still further price reductions as the new year progresses. Ample raw material supplies and lower prices, and the advent of synthetic alcohol in ever increasing quantities will naturally depress the market pricewise.

One producer announced an advance in zinc oxide effective January 1. Carnauba wax climbed 2c a pound for the No. 1 yellow grade.

Menthol firmed up after a 5c decline during December and ephedrine is strong. Prices of butyls are expected to remain unchanged from current levels for the first quarter of 1949.

Demand is fairly quiet for crude drugs but prices are holding fairly steady. There was improvement in the tone of vanilla beans and gentian was higher on spot. Demand is better for wild cherry and pine bark due to stepped up output of cough and cold remedies but total sales on these and other items for cough and cold remedies are not up to expectations.

There is some feeling in the trade that essential oils have hit the bottom of a price decline that set in some time ago and orders at current price levels for delivery during 1949 may be placed in better volume soon.

Lemongrass appears to be on an upward trend following a better demand and this oil may work higher. Better prices were quoted on grapefruit oil. Orange oil is the only soft spot in the citrus group. Prices of exchange brand oil declined 5c and the market is somewhat unsettled. Production is ahead of demand.

Certified colors for foods, drugs, and cosmetics were advanced 8 per cent. Lavender was firmer. Better grades were advanced 25c to 35c a pound. A tight supply drove cardamom up 2c a pound. Ceylon citronella, Italian lemon, and pimento leaf oil were other firm spots.

Spur to Mercury Output in U.S. Seen

A sharp advance in the price of Spanish-Italian mercury, announced in London December 21st, was followed by trade predictions here that the higher quotations would greatly stimulate domestic production.

Because of the low-price policy of Mercurio Europeo, the Spanish-Italian mercury cartel, a member of United States mercury properties have not been operating. In 1943, during the peak of war, United States mines turned out 51,929 flasks of mercury. In 1947 the volume dropped to 23,000 and a further reduction is estimated to have occurred in 1948.

The Spanish-Italian combine posted an increase of $14 a flask of 76 pounds, making the new price $70 a flask at Italian ports. The former quotation of $56 a flask had been in effect since last May 24, when it was advanced $2. The action, according to the London advices, took the trade completely by surprise. While an increase had been expected, estimates had placed it at $1 to $2 a flask.

• Prices quoted in this section were current on the first of this month.

Under the new price, the cost to American buyers would be about $92 New York after adding the $19.25 a flask import duty, freight and other charges. Recent quotations have been around $79 a flask.

Trade commentators here expressed the opinion that the Spanish-Italian action was made possible by the elimination of competition resulting from the low-price policy since the end of the war. No late figures are available for Spanish or Italian output. In 1946 Spain produced 41,000 flasks compared with 86,473 in 1941. Italy's production for 1946 was 49,314 flasks against 1941 output of 84,160.

Domestic mercury was offered during late trading in December at $94 a flask for lots of 100 flasks, an advance of around $15 a flask over the price in effect the early part of the month, according to reports in the trade.

Olive Oil 1948-49 Output Seen 50% Below Last Year

Estimated production of edible olive oil from the 1948-49 crop has fallen below the high 1947-48 production by 55 per cent, according to the Office of Foreign Agricultural Relations. Estimates for all countries total 582,000 short tons this season, as compared with 1,283,200 tons last season.

In the Mediterranean countries, all of the important European producers, Spain, Italy, Greece, Portugal and France, reported a heavy reduction from last year. Production in these countries, estimated at 1,126,300 short tons for 1947-48, declined to only 450,400 short tons for 1948-49 or a 60 per cent drop. Only Tunisia, of all the countries in the Mediterranean area, has estimated a large increase in output. This season's production is estimated at 55,000 short tons, an increase of 175 per cent over the 20,000 short tons produced in 1947-48.

Dutch Restrict Cinchona Output

A scheme to regulate and restrict production of cinchona bark, source of quinine, has been put into effect in Indonesia by the Dutch.

With world quinine consumption down to about 800 tons a year, and with growing competition from other lands, it is believed that domestic needs in

(*Continued on page 109*)

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Vanilla Quiet On Spot. New Developments In Primary Market Bring Added Protest From Importers.

The local market for vanilla beans was relatively quiet and limited demand was expected to continue through 1948. The price situation on spot seemed to have been fairly well adjusted for the time being at least but as to the future few were disposed to venture an opinion. Stocks of beans available in this country could care for actual consuming needs over a substantial period of time and nothing at this time suggests a broadening of consumption to an extent likely to change that aspect of local affairs.

The French have been considering sales of Bourbon vanilla beans through an official agent or agency in the United States. Such an appointment would constitute something akin to revolutionary selling of the French crop in this country.

The vanilla bean trade in this country has already acted in the matter by sending in the name of the vanilla bean association a strenuous objection to the French plan of shipping beans to this market on consignment. A telegram of protext was directed to the French High Commissioner in Madagascar, the communication declaring that such action was detrimental to the trade and countrary to the accepted way of doing business.

Members of the association have been told that information from the American commercial attache at Tananarive reports that several hundred tons of beans have been destroyed and that the French authorities are prepared to destroy 600 tons in the nearby future, a total of 800 tons being reached by May, 1949. One New York dealer stated that a total of 350 tons have already been destroyed.

Most dealers here feel that the destruction of such large quantities of beans in the French Islands will be productive of higher prices during 1949. What remains available was felt to amount to less than 500 tons, at the origin, an amount barely sufficient to care for United States requirements during the next two years. Backing up this opinion was the belief that the 1948-1949 crop is considered an out and out failure caused by the low prices prevailing during the last six months.

Some estimates on the new crop of Mexican beans report an expected 381,000 pounds as against 551,000 pounds in 1948. Low prices were said to have curtailed pollenization activities because producers had become rather discouraged with the marketing of the material.

Dutch Restrict Cinchona Output

(*Continued from page 107*)

Indonesia and maximum exports will not produce a demand for more than 400 tons a year from that area.

The crop-restriction policy has already begun. On many cinchona estates part of the plantation has already been turned over to tea. Others are expected to make a similar change during the coming season.

Increased demand for quinine during the war coupled with the fact that the main world producer, Indonesia, was invaded by the Japanese in 1942, caused scientists to look for suitable substitutes.

So rapid was the production of these chemical substitutes—some of which were regarded as even better than quinine—that large stocks were piled up. These must be disposed of, together with the not inconsiderable German and Japanese stocks of quinine as well, before renewed world demand for the original cinchona product can be expected to show itself.

During the war comparatively little damage was done to the cinchona plantations in Indonesia, and at the moment about 32 of them are in operation, producing about 250 tons a year.

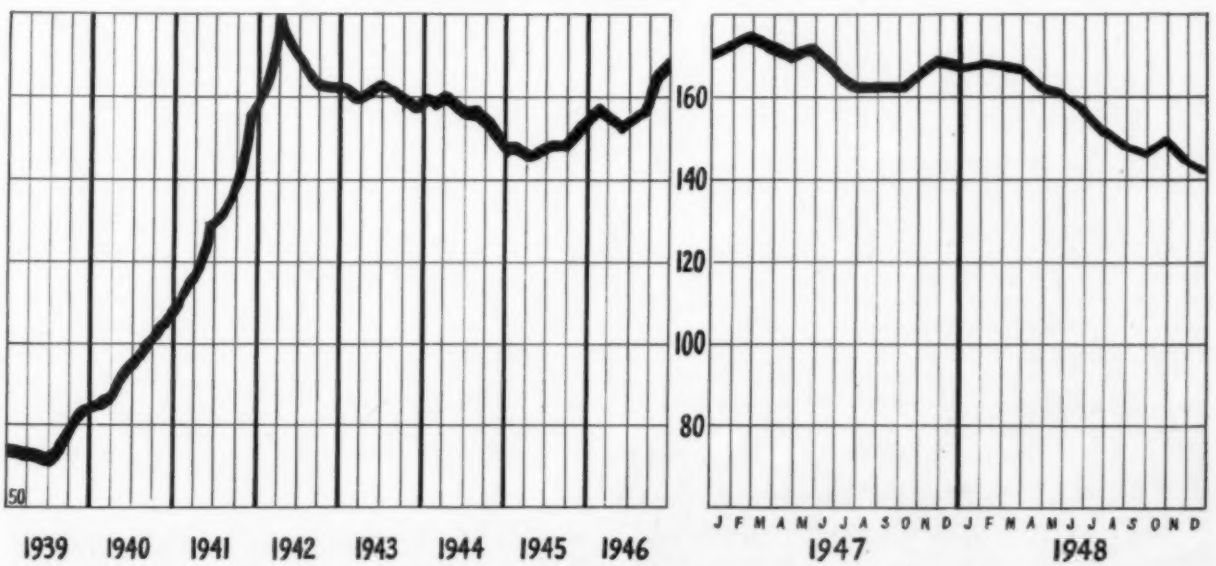
The one quinine factory in Bandung has a processing capacity of 900 tons, so it can easily deal with all the orders that are likely to come in, even though under the Republican Administration it is only turning out about 120 tons a year at present.

There are also two quinine factories in Holland fully capable of supplying all the needs of Europe and the Western Hemisphere from bark imported from Indonesia.

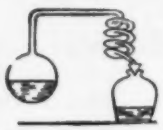
Natural Camphor Imports, U. S.

Imports of natural camphor into the United States during the first 9 months of 1948 totaled 167,723 pounds, valued at $50,978.

50 Raw Materials—Weighted Price Index. 1926 = 100.



The price index of fifty commodities for December declined from 143.8 to 141.8.



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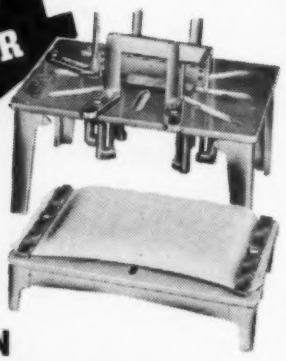

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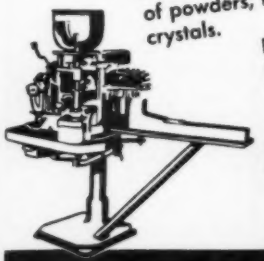

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Anisic Aldehyde 30c
Balsam Copaiba SA 5c
Balsam Tolu 10c
Geranium Oil Bourbon 50c
Indol 50c
Lemongrass Oil 40c
Mercury Metal $14
Rhubarb root HD 20c
Valerian Root 2c
White Pine Bark 1c

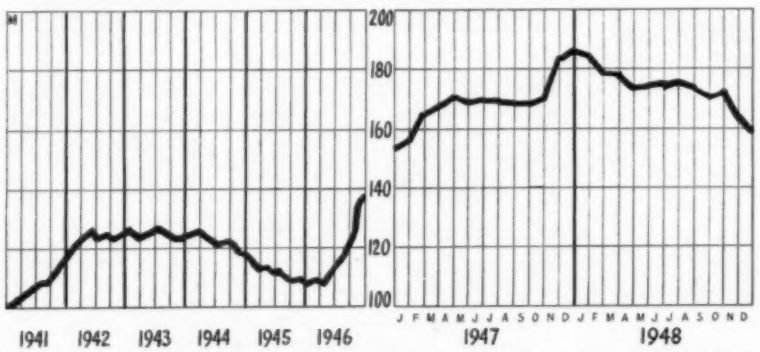
DOWN

Alcohol Den #1 Spec. 6½c
Ethyl 5c
Belladonna Leaves 5c
Camphor Nat. 7c
Cananga Oil Native 50c
Cananga Oil Rectified 25c
Cedar Leaf Oil 5c
Cedar Wood Oil 2c
Chamomile Flowers Roman 40c
Coriander Oil $4
Echinacea Root 2c
Ergot 2c
Eucalyptol 10c
Eucalyptus Oil 2c
Ipecac Root 25c
Juniper Berry Oil $1.25
Menthol Nat. 5c
Papain Pure Powd. 15c
Peppermint Oil Nat. 10c
Redist. 10c
Safrol 2c
Senega Root 8c
Wahoo Bark of Root 10c

Exports of Citronella Oil, Ceylon

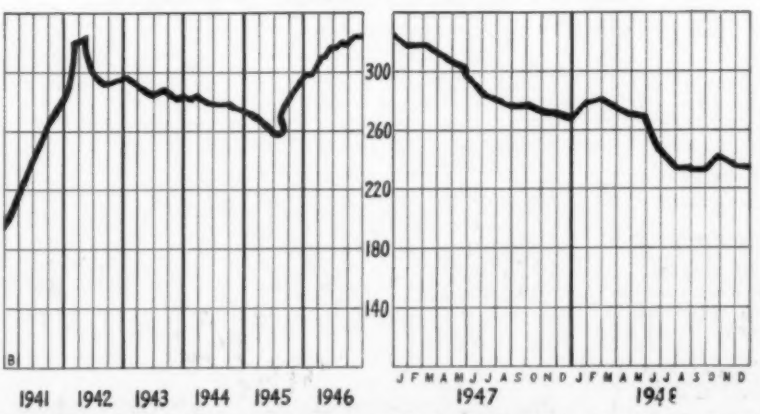
Exports of citronella oil by Ceylon, in the second quarter of 1948, amounting to 421,714 pounds, were valued at 864,736 rupees, as compared with 483,035 pounds with a value of 1,089,006 rupees in the first quarter of this year. The three leading countries of destination were the United States (145,530 pounds, value 296,426 rupees), British India (78,747 pounds, 160,803 rupees), and the United Kingdom (74,193 pounds, 150,060 rupees).

15 Medicinal Chemicals—Weighted Price Index. 1926 = 100.



The medicinal chemicals index declined from 161.7 to 159.0. Alcohol, menthol, and mercury, were lower.

15 Botanicals—Weighted Price Index. 1926=100.



The botanicals index declined from 239.0 to 238.7. Balsam Tolu, Belladonna, Ergot, and Ipecac were lower. Rhubarb advanced.

Mint Research Leaders Discuss New Production

Prof. N. K. Ellis, of the department of horticulture of Purdue University, told the recent National Mint Research Conference at the university that Indiana is endeavoring to regain its former leadership in the production of mint oils by searching for new production methods.

Prof. Ellis told the assembled mint research leaders that agricultural research in Indiana is searching for new production methods through two major projects dealing with cultural practices and production of the crop. The production of mint oil, he added, adds $5,000,000 annually to the income of Indiana farmers.

Dr. Lee Cox, of the Beech-Nut Packing Company pointed out that Indiana now produces only about 35 per cent of the American crop and had slipped into second place with Oregon in the lead. Third and fourth place states are Michigan and Washington, respectively.

Mint diseases and fertility problems were discussed by Dr. Ray Nelson and Dr. P. M. Harmer, Michigan State College, East Lansing. The speakers said that Michigan formerly led the nation in the production of mint oil but due to the inroads made by mint diseases, only approximately 8,000 acres now are in mint in that state.

Dr. J. L. St. John, head of the department of chemistry, Washington State College, discussed production problems encountered under the arid conditions in eastern Washington. Flavor of oils produced in this area is not like that of the Indiana oils and the oils are not as acceptable to manufacturers using mint as are the oils from northern Indiana mint fields, he said.

Exchange Brand of California Orange Oil Reduced 25 Cents

Distributors of the California Fruit Exchange announced a reduction of 25c per pound in the prices of cold pressed and distilled orange oil. Orange is a well accepted flavor in confections, beverages and in certain divisions of the food industry.

While the oil enjoys a heavy demand, nevertheless production continues to increase at a greater rate than consumption with increasing quantities of low priced oil being made available from Florida.

While producers of California oil point out that the reduction is not

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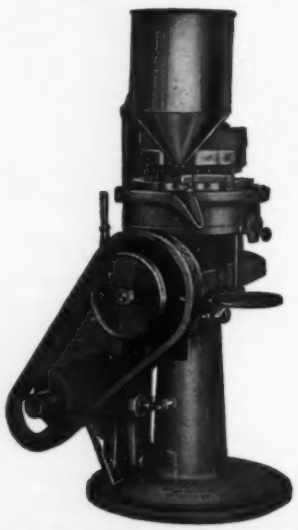

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justified especially in view of current high costs, nevertheless more reasonable prices should tend to encourage the use of California orange oil whereas any increase in prices would serve to discourage consumption.

The reduction marks the first change in exchange orange oil since January, 1945. Other citrus oils namely lime and lemon are steady to firm. The reduction in orange oil comes at a time when the essential oil industry has been generally looking toward a stabilization of prices following a series of reductions in a long list of other items from the abnormally high levels that prevailed shortly after the war.

The downward trend at a time when other commodities have been advancing is believed to have been extended too far, especially in several instances such as lemongrass and Ceylon citronella.

Certified FD&C Colors Advanced

Manufacturers of certified FD & C colors announced a price increase of approximately 8 per cent effective December 20th 1948. This advance was necessitated by increasing costs of raw materials and labor.

Zanzibar Clove Output Increases

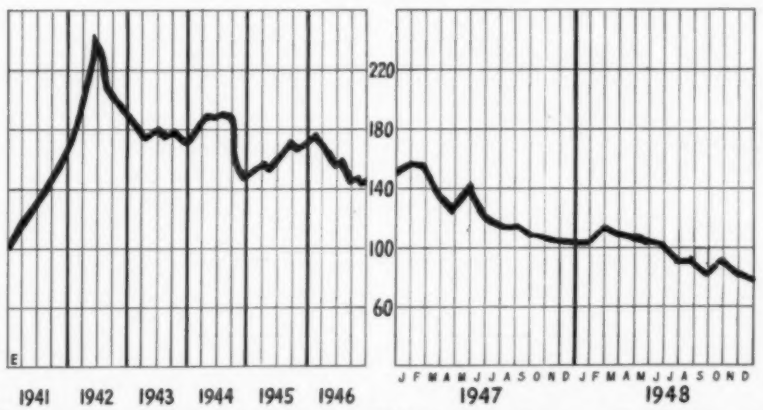
The 1948-49 production of cloves on Zanzibar and Pemba Islands now is estimated at 17,500,000 pounds, against an outturn of only 10,916,000 pounds last season, according to a report to the Bureau of Foreign Agricultural Relations.

Prewar production for the years 1935-39 averaged 20,000,000 pounds. About 80 per cent of the current crop will be produced on Pemba Island.

No reasons are given for smaller clove crops in recent years. An unidentified disease, locally known as "Sudden Death," is reported to have killed over half the clove trees on Zanzibar Island. Since Zanzibar Island produces only about 20 per cent of the crop on the two islands, the disease alone does not account for the drop in production. Very few cases of "Sudden Death" have been reported on Pemba Island.

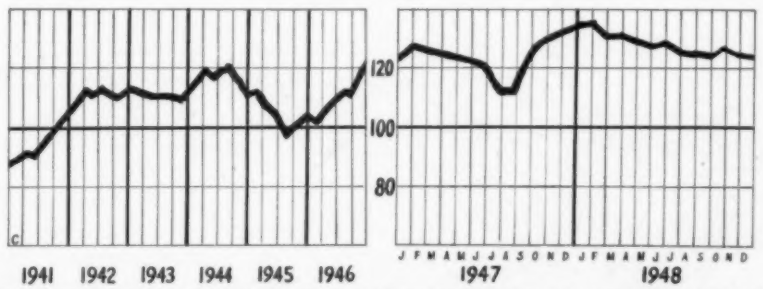
Zanzibar and Pemba together produce about 85 per cent of the world's supply of cloves. The remainder comes principally from Madagascar.

15 Essential Oils—Weighted Price Index. 1926 = 100.



The essential oils index declined from 85.7 to 84.8. Cananga, Eucalyptus, and Peppermint were lower.

25 Cosmetic Raw Materials—Unweighted Price Index. 1926 = 100.



The cosmetic raw materials index declined fractionally from 128.9 to 128.2. Alcohol, Balsam Tolu and Menthol were lower.

Synthetic Organic Chemicals Reach Top Production

The recent publication of the preliminary statistics of the United States Tariff Commission on the production and sales of synthetic organic chemicals in the United States reveals that a total of slightly less than 21,000,000 pounds were produced in 1947 for use in perfumes and flavors. This does not include essential oils and other natural extracts, but does take in the isolates and derivatives of essential oils, such as linalool and ionone.

This figure contrasts with a corresponding production of 17,000,000 pounds for 1946, and of 18,000,000 for 1945. American production has, therefore, hit the highest level in its history, and this is all the more significant because of the rather weak demand for aromatics for some of the products in which these materials are incorporated.

Exports of Aromatic Essences Brazil

The exports of Brazilian aromatic essences in the second quarter of 1948, though slightly larger in volume than those of the first quarter, were lower in value. Total exports of these products in the second quarter of 1948 compared unfavorably with the total for the corresponding period of 1947, as shown in the accompanying table.

The continued low world-market prices of Brazilian rosewood (bois de rose) oil was largely responsible for the small exports in the third quarter of 1948—$42.431 as compared with $224,663 in the third quarter of 1947. All shipments were made in July and August; however, the total for the third quarter of 1948 was more than four times the value of shipments in the preceding quarter.

Manufacturers Reduce Streptomycin Prices 20 PC

All forms of streptomycin including dihydrostreptomycin have been reduced 20 per cent by principal manufacturers. The new list price is now $1.60 per gram in single gram vials in contrast to $2. The lower price is subject to 20 per cent discount to hospitals and 20 per cent less 20 per cent to wholesalers.

Some manufacturers attribute the reduction to steadily reduced costs by reason of greater economies realized through greater production, but in other directions, it is said that the industry's pricing policy which includes a series of discounts has caused the market to decline in the face of a world-wide shortage of the article.

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Corns and Calluses

(Continued from page 103)

Triethanolamine	**15.0 per cent**
Alcohol	**5.0 " "**
Water	**71.5 " "**
Perfume	**0.5 " "**

Serving the same function is the following callus softener listed by Goodman:[20]

Potassium hydroxide	**1 per cent**
Glycerine	**16 " "**
Alcohol	**8 " "**
Water, to make	**100 " "**

Of a different nature is a callus softener and remover consisting of:[21]

Castor oil	**65 cc.**
Paraffin wax	**60 Gm.**
White soap	**10 Gm.**
Sodium thiosulfate	**5 Gm.**

Melt the wax and the soap together, add the castor oil and finally powdered thiosulfate. Apply a small portion of this material to a piece of cloth and bandage overnight. Soak the feet in hot water and loosen the callus. Stubborn calluses may require a second or third treatment.

Another type of ointment is sometimes useful in conjunction with surgical measures.[23] Following paring of a callus down to the depth of normal tissue, an occasional application of an ointment containing 30 per cent of salicylic acid in hydrous wool fat may be used to soften the deeper portion of the callosity. Further cautious paring may be done after such treatment. It has also been suggested[34] that in cases of resistant calluses intensive roentgen irradiation can be tried. The tendency to hyperkeratosis and fissuring can be reduced in some cases by the ingestion of large doses of vitamin A or by thyroid medication.

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How Much for Cosmetics in 1949?

(*Continued from page 33*)

departments of the department stores. Department stores have reported a sales' rise of 4 per cent for their infant wear departments in 1947, and a 16 per cent rise in nursery furniture.

Similarly the teen ager, graduating from the old high-school-girl market is getting individual recognition which, in some cases, has resulted in giving over a whole floor to the Frank Sinatra audience. That it pays is evidenced by the growing importance of school and college opening sales at the end of the summer season, in which cosmetic products are forming an important, but still not fully representative, part.

However, the most promising of these sectional markets will be the old age groups. The working women population over 45 is estimated at 7.5 million. Roughly speaking there are at least 16 million women customers in the age groups up to the time when they can be counted out as active customers for cosmetics. Consider that the older woman has a very definite beauty problem differing entirely from that of her younger sisters and necessitating a different choice of shades in lipsticks, powders, rouges etc. that determines her attitude to her cosmetic purchases. Obviously, anything that can be done to make the product more suitable, and shopping for it more easy, will be of substantial help in raising the cosmetic sales curve. The manufacturer who can win this market has a gold mine waiting. It will take understanding, though, and good psychology.

Turning from the consumer-aspects of the 1949 toilet goods markets to the mechanics of distribution, cosmetic manufacturers will find it a good plan to pay greater attention to the troubles of their retail outlets. Justifiedly the question must be asked, whether the failure of the department stores and the larger departmentalized retailers to come up to expectation is not in part due to the lack of help and insufficient understanding of their wants on the part of manufacturers.

To put it bluntly, is the industry thinking too much of sales and not enough of the channels of distribution? When industry faces a sluggish market there exists a tendency to blame the buyer. This creates a state of mind in the manufacturer that places the load of thinking upon the customer. Important trends are occasionally over-looked as the result of such a policy.

One of these trends, only incompletely utilized, has been in 1948 responsible for the undeniable success that has accompanied almost all pre-season promotions. This may be a hold-over of the war-years when shoppers were

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Many people believe that there's no appreciable difference between Lanolins of various brands just as long as they are manufactured to standard grade specifications But that is not the case. Nimco Brand Lanolin is processed to specifications far above the minimum grade requirements. For this reason it is a superior product . . . and is definitely 5 WAYS BETTER.

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taught to do their shopping early but it had often the more solid foundation of a retailer's attempt to make his bid early and do his selling while the other fellow made the counters ready. Cosmetics have benefitted substantially by these pre-season promotions, especially where they were tied to a topical product. Attempts to cash in ahead of the rest may become more general in 1949. If it does, cosmetic manufacturers will do well to plan their national advertising accordingly, after exploring the attitude of their principal outlets in this respect.

Neighborhood and periphery stores are playing a more prominent part in cosmetic distribution of late. The point in this is not that they differ substantially in customer appeal from the more centrally located outlets, but that the suburban customer has often different views as to the selection of sizes, shades and she deserves recognition in advertising.

If the theory is correct that the present indifferent performance of the cosmetic retail sales-curve is due to the need of the market to assemble strength for a renewed forward movement, as a jumper draws back in preparation of his take off, it would not at all be surprising if the cosmetic business might make a substantial forward gain with the coming of the new year.

Supposing that the current estimate of the $193 billions of consumer disposable income during 1949 is made good, and all the evidence points to an even higher figure, and that the average consumer spends as much, proportionally, for cosmetics as he spent in 1947, this might place in reach cosmetic sales of $950,000,000, or an 18 per cent rise above 1949.

This, admittedly, is an optimistic figure, in view of the unsatisfactory showing of 1947 and, to a lesser degree, of 1948. But, it is target, nevertheless, that is within attainable limits. As a matter of fact, the more generous boundaries drawn for the cosmetic business by the statisticians of the Department of Commerce do not make it impossible that the above figure was reached during 1948, on the basis of a U. S. Chamber of Commerce estimated per capita expenditure of $8.00 for cosmetics and personal items during 1948.

Pharmaceutical Trade-Marks

(*Continued from page 39*)

registrability. I submit that the public is amply protected by this threefold safeguard (Federal Trade Commission, Food and Drug Administration, and the Post Office Department fraud order enjoining the use of the mails for a misbranded product) and that no need would seem to exist for the Patent Office to even consider collateral misrepresentations or misbranding unless the trade-mark itself is deceptive.

One of the recurrent difficulties in the registration of pharmaceutical marks which is accentuated by the more liberal provisions of the new Act, center around the relationship between pharmaceutical products and related merchandise. There are many products sold

over a drug counter besides pharmaceuticals, yet are in separate classifications. Closely related drug products are, therefore, not allowed to use the same or similar trade-mark on such products. Also, a drug store would not come under the definition of "service" under the new Act, since prescription services are only incidental to the sale of merchandise and that a drug store, as well as the manufacturer of pharmaceutical products, is primarily engaged in selling merchandise and not in rendering service.

As has been pointed out, many difficulties have their basis not in any deficiencies of the registration statute, but in principles of public policy underlying the restrictive provisions of various collateral statutes such as particularly the Food, Drug and Cosmetics Act of 1938, the Public Health Service Act, and others. A trade-mark which enjoys the benefits of this new legislation now has the attributes of a substantive right of nationwide scope. It constitutes constructive notice so as to prevent others from subsequently using the same mark even in territory which the registrant himself may not have invaded. Under the new Act, pharmaceutical marks acquire the status of incontestability after a period of five years uninterrupted use. However, incontestability does not confer complete immunity against attack, and will not protect a pharmaceutical mark from becoming a common term and losing its significance as a trade-mark. But there is every reason to hope that the courts will be mindful of a recent observation, that the Lanham Act is "clearly plaintiffs' legislation, beyond what is . . . yet judicially realized."

Progress in Hair Coloring

(Continued from page 38)

rapid development of the art, say the last hundred years, we find that various means of using lead sulfide as the basic coloring agent became popular during the first quarter of the century. Lead combs, wet with vinegar and combed through the hair left a coating of lead salt or basic lead salt, more or less evenly distributed over the hair. Sulfur supplied from hair substance or from the atmosphere was later augmented in the "sage and sulfur" types in which water or glycerine solutions of lead acetate contained suspended flowers of sulfur.

Silver dyes which quickly followed included either a simple silver nitrate solution or better a solution of silver-ammonia nitrate or of silver thiosulfate complex, or solutions of two-bottle dyes where the "A" bottle contained the metal salt and the "B" bottle, a solution of a sulfide, usually ammonium or sodium sulfide or polysulfide. Although amine dye intermediates such as p-phenylenediamine were first used in the 1880's [1-3] two factors hindered their widespr ad adoption and this art was slow to develop. Instead, the use of pyrogallol—perhaps derived from the idea of walnut stain—became quite popular. The basic stains here developed are much like ferrous gallate types of ink, which darken

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Mme. Chiang-Kai-Shek has come to Washington to see if it's true what they say about American women; i.e., you can't borrow a buck from their husbands.

•

Last foreign gal who tried to put the bite on our Uncle Samuel was Queen Marie of Roumania. If she had waited just a few decades she could have gotten all she wanted from Soviet Russia. (At least, some of her countrymen are having no trouble getting funds from Russia.)

•

No matter how the rest of the world feels about America's uncertain foreign policy, one thing's sure. Our money's as good as our bond.

•

Between the Dawes Plan and the Marshall Plan, there are more foreign billions in Europe than foreign millions in the United States. It begins to look like money is America's chief export item.

•

But the feeling persists that the Chinese Missimo hasn't got a Manchurian's chance.

•

Who does she think Uncle Sam is anyway—J. Pierrepont Soong?

•

(That may be unkind. After all, who wants to go to relatives?)

•

How times change. During Lend-Lease days we had billions to show our love. But after noting China's internal politics we no longer have even a Yen for her.

•

We're getting older and wiser. The exotic things we called "Subgum" and "Won Ton" have turned out to be a lot of Kreplach. (If you'll pardon the non-Cantonese expression.)

•

Mme. Chiang should be advised: x!?'&#

•

In the Cosmetic Industry, this means: "Take it easy, babe. Things are tough all over."

George Fiedler

KELTON

Cosmetic Company

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on exposure to air. But such simple concepts soon were replaced by more complex mixtures. Pyrogallol with copper or nickel was preferred over iron for thin liquid, progressive dyes, whereas iron mixtures that included other metal salts as well were popular in powders containing henna leaves. Such "compound hennas," available for all usual shades, were applied to the hair as hot pastes and required about an hour under a covering paper cap to develop the final color.

Fullest commercial development of phenylenediamine colors followed three improvements in their use. First came the practice of combining in the same solution,

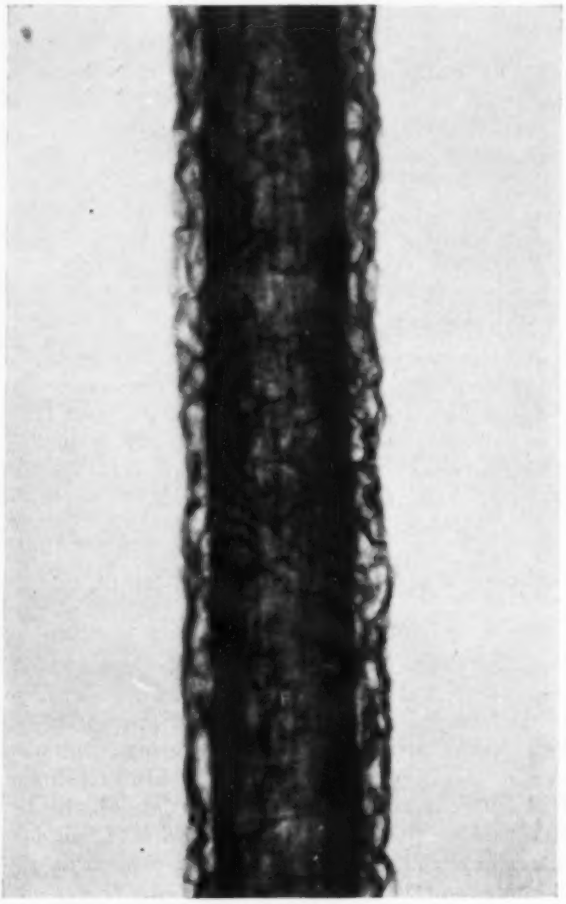


FIGURE 4
Hair after 1¾ Minutes in 3% Thioglycollate Solution of pH 12.5
Magnification 280X

not only the active diamine but also secondary materials or couplers such as metaphenylenediamine and resorcinol in order to give a wider choice of more natural hair colors. Second came the use of hydrogen peroxide as the oxidizing agent and the mixing of this agent with the dye intermediates just before the application to the hair. And third, the "patch-test" technique was developed to eliminate the hypersensitive user and to avoid allergic catastrophe. Offered shortly before World War I, this combination began rapidly to gain popularity and to threaten ascendancy of other methods such as the "hennapack," especially in hairdressing

establishments—then not very numerous but becoming widely patronized.

The next important technical step was the use of a wetting agent—at that time soap, which is still among the best—together with ammonia at pH 10 to 11. By this time the total composition included: in the "A" bottle an aqueous alcoholic solution containing p-phenylenediamine and other dye intermediates, ammonia, and a fatty acid such as oleic acid to form an ammonium soap; in the "B" bottle either 17 or 20 volume strength hydrogen peroxide. The two solutions were mixed just before use and were applied to the

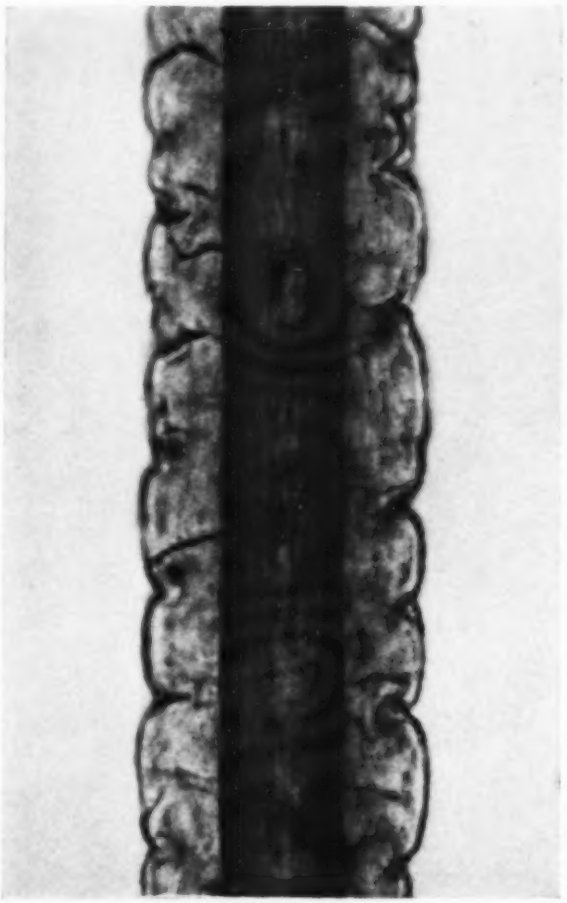
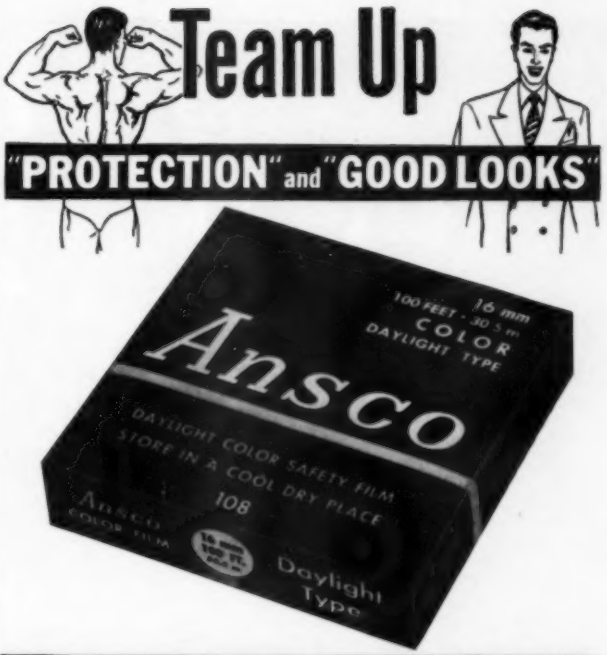


FIGURE 5
Hair after 2¾ Minutes in 3% Thioglycollate Solution of pH 12.5
Magnification 280X

hair strand by strand with a brush or swab.

By 1932 a further advance in composition had been made. By increasing the amount of soap or wetting agent and by thickening the solution and increasing its foaming power, so-called "Oil-shampoo-tints" were developed. These products rapidly gained favor and became differentiated from the thinner, liquid "hair dyes" in the minds of public and hairdresser alike. Oil-shampoo-tints are truly hair dyes. They completely color gray hair in one treatment and because their action is very rapid, they do not usually require that the hair be presoftened. At present they constitute the



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Quality and uniformity of this purest grade of commercial zinc oxide are assured by nearly a century of zinc oxide manufacturing experience.

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most popular hair coloring products and their acceptance and use are slowly expanding.

Though many efforts have been made to control the development of allergic reactions by the use of chemical substitutes for p-phenylenediamine, the results have not been completely successful. By 1938, when the revised Food and Drug Act was being written to include cosmetics there was considerable pressure to ban completely the use of such oxidation-type hair colorings. Fortunately the problem had been earlier tackled and satisfactorily solved by the New York City Board of Health. In its revised Sanitary Code the preliminary

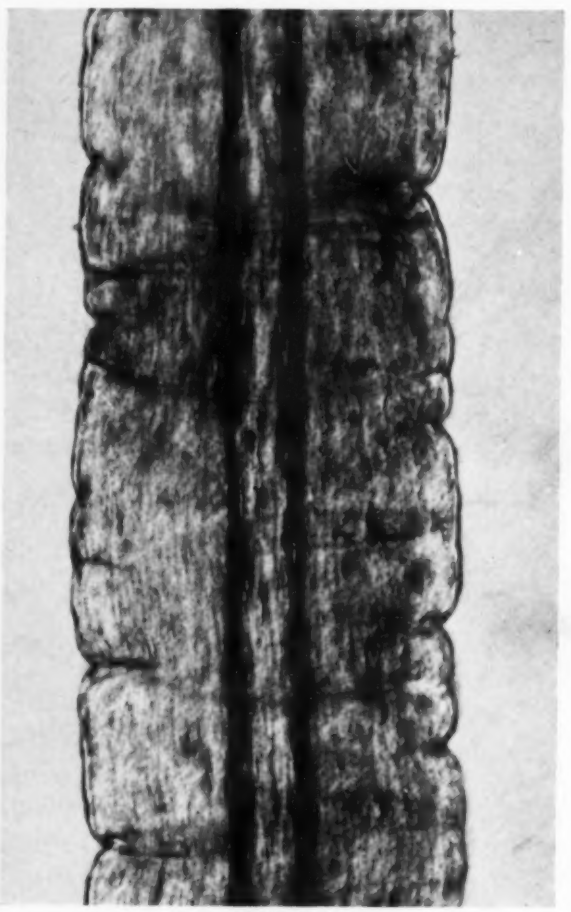

FIGURE 6
Hair after 12¾ Minutes in 3% Thioglycollate Solution of pH 12.5
Magnification 300X

skin or patch-test is required before each application in order to screen out sensitive users and protect them from harm. This same pattern was adopted by Senator Copeland's committee and written into the Food, Drug, and Cosmetic Act. Hair dyes are the only class of cosmetics that can now legally include coloring materials not previously certified as fit for use by the Food and Drug Administration.

Many attempts have been made to prepare satisfactory organic hair coloring preparations that are not oxidation colors. Much experimental work has been done by some of our largest companies and their associ-

ates with, at best, but lukewarm success. Vat colors, and more recently azo colors, have been tried. At present there is a product that seems to contain azo colors in a thick fluid that can color gray hair in three or more applications. This represents progress but not enough of it.

(To be concluded)

Chelating Agents

(Continued from page 41)

The presence of even a fraction of 1 per cent of such a compound in the presence of soaps would be effective assurance against rancidity formation during even the longest shelf life that may be demanded of the finished product.

The shampoo field is now in a state of flux, due to the relatively recent introduction of preparations containing the synthetic soapless detergents to the field. The success of these newer compounds has been more or less assured—certainly their sales would indicate how acceptable they are. There is, however, an accompanying complaint by manufacturers of competitive soap shampoos or by the women using them that they are a good deal harder on the hair than are soaps. This may or may not be so, since it is easily conceivable to me that soaps of the lower molecular weight fatty acids without any dilution by higher molecular weight bodies could easily cause a similar degree of harshness. However, the biggest objection to the old soap shampoo has been its deficiencies when used in hard water areas. Chelating agents such as the individual compound discussed in this paper, will definitely remove this objection to soap. Many soap shampoo manufacturers have been using it for this reason, but others use it only as a means to keep the solution clear in its glass container.

If the soap shampoo manufacturers hope to show any superiority of their products over synthetic detergents, they now have a means of showing it, since by utilization of the chelating agent they are able to compete synthetic detergents even in hard water areas. It will now be up to them to show the public that soaps are indeed superior to the synthetic materials as they say they are.

World Health Organization and the Pharmaceutical Manufacturers

(Continued from page 31)

up to you a challenge which you must rise to meet. It will not be enough to keep the aging population *alive*. It must be kept in a healthy productive state as long as possible so that this group will not be "saved" merely to prove a burden to itself and a parasite on the income-producing population. By taking the long view, by helping to tackle the total problem of ill-health around the world, and at all ages, you will find more than a larger "overflow" market for your exports. You will be contributing a lion's share to the peace and security of this and coming generations.

a matter of proportion

Just as true beauty is based on pleasing proportions, so the true success of a cosmetic depends on the correct proportioning of all its ingredients.

The responsibility for the formulation of a successful product lies with the cosmetic chemist. He is qualified to assume that responsibility only if he possesses a special combination of imagination, skill, experience and basic chemical knowledge.

For over 40 years we have applied these principles toward solving the problems of our private brand customers in the conviction that sales appeal depends on product appeal. They have acknowledged the success of this business formula time and time again.

May we apply these same successful methods toward the solution of your product problems?

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TRIBUNE TOWER, CHICAGO, ILLINOIS

A Salve for Every Sore

(*Continued from page 35*)

It has been fully fifteen years ago that I made a written recommendation of this revised training to one of our leading colleges of pharmacy but nothing was ever done about it. I am sure every young man who has selected pharmacy as his life's work, would prefer to don the white coat of a professional man rather than the greasy apron of a restaurant helper.

Finally, what of the future of medical practice in our country? Today, we hear much about socialized medicine, compulsory health insurance, proper medical care for poor and rich alike . . . Too many people have the idea that the generous and wide-spread use of public funds can bring about an immediate improvement in medical care generally, and a marked decrease in the morbidity and mortality of diseases, particularly among the indigent and lower class. Medical care, however, is not a commodity that can be bought with public funds and distributed free-of-charge to the needy like corn, wheat, or potatoes. It has been proved, time and again, that "free" medicine is almost invariably poor medicine.

"Line production methods" can never be successfully applied in medical treatment. Free services of any kind are almost bound to be poor services because they become commonplace and, by the same token, mechanical in nature. Probably something in the way of health insurance will have to be instituted, on either a State or a National level. We are still in the midst of a social revolution and any measure that will improve the health or happiness of the people must receive earnest and unbiased consideration. Health insurance can certainly serve the public interest if it is properly administered. But "free" medical care, in itself, is not the answer nor will it result in improved medical care.

The real answer will be provided by increasing the facilities for training medical students and improving the standards and training in medical schools. This is a basic problem which will not be solved until adequate additional funds, maybe up to thirty or forty million dollars annually, become available to provide for the highest type of medical education and on a scale sufficient to meet our ever-growing need. We need many more doctors and doctors who have been trained in all of the advances that have resulted from present day scientific progress. Don't lose sight of my reference to the new era of preventive medicine. Today, physicians are treating only the sick whereas tomorrow they will be called on to lend their services to both the sick and the well. Think, the American Cancer Society is constantly urging yearly and semi-yearly examinations for all those who come within the cancer age, which could mean at least 60 million of our people. To provide periodic examination safeguards alone against cancer would surely require the full time services of nearly one-third of all our general practitioners. Bear in mind I speak only of cancer. Add to this scourge, cardiac and other degenerative diseases which, if discovered in

time, would be the means of prolonging many lives. Compulsory Health Insurance may be helpful but I am afraid the benefits which can be derived from it are much exaggerated. It can never take the place of Public Health education, or serve as well to improve and preserve public health. There is a vast difference between curing the sick and the maintenance of a high standard of good health. Good health can only be the result of good health habits. Many of the clumsy, inadequate proposals regarding medical care are only manifestations of the ever-growing trend toward government paternalism. I am terribly afraid of the danger of this increasing trend in our country. We know that the more we coddle a child, the less self-reliant he becomes. It is even so with the 146 million children of larger growth that our government represents. On the basis of expenditure, cigarettes appear to be far more important to our people than medical care. So, too, in the case of whiskey and beer, for we spend far more money for these items than for medical care. Perhaps, some day in the not too distant future, one of our professional politicians with a self-inflicted Messianic complex, will advocate governmental distribution of free cigarettes and booze on the grounds that they are so very necessary to the comfort and happiness of everyone.

Where is organized medicine going from here—organized medicine which has served to give us a standard of medical care unequaled in the world. Will it keep journeying alone or in a forced and unwelcomed companionship of politicians? Or will it, perchance, in coping with the ever-pressing problems of attaining higher levels of public health, call to its aid an Advisory Committee of public-spirited laymen who working sympathetically and hand in hand with physicians might prove very helpful in solving the pressing problem of proper medical care and also in developing ways and means of bringing a higher level of good health to our people. Surely an honorary advisory committee of laymen could be very helpful to the profession in coping with many of the economic problems that have to do with medical education, hospitalization and medical services in a broad sense. In any event, medicine and pharmacy must continue to go along step by step, arm in arm untrammeled by any political control or agencies if our great scientific progress is to be maintained.

NO-SMEAR NAIL POLISH REMOVER: We are interested in getting a formula for a no-smear nail polish remover, of which there are several makes on the market. Boston.

So-called no-smear nail polish removers, consists of butyl acetate or other similar solvents stiffened with a little soap. They are packaged in tubes or jars. Acetone may be included in the formula if the product is to be packed in tubes—it is too volatile for inclusion in jar-packed polish removers.

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Both pure white powders, identical except that "edible" is just short of meeting USP standards. For any product not requiring USP labeling, Sheffield LACTOSE (MILK SUGAR) EDIBLE, at 2c per lb. less than USP, is a splendid buy.

All Sheffield LACTOSE (MILK SUGAR) gives you these advantages: 1. Non-hygroscopic. 2. More food value than other source sugars.

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READERS' QUESTIONS

CREAM SHAMPOO: Will you be good enough to furnish me with some formulas for making a cream shampoo? New York.

A basic formula for such a product is as follows:

Synthetic detergent paste	**60**
Stearic acid	**10**
Borax	**8**
Water, to make	**100**

Another modification calls for the use of:

Sodium alkyl sulfate	**36.60**
Magnesium aluminum silicate gel (Beegum)	**42.80**
Glyceryl monostearate	**0.75**
Stearic acid	**18.30**
Triethanolamine	**1.55**

Blend ingredients together with mild heating. The product is a solid which is converted to a liquid cream shampoo by the addition of water. Color and perfume may be added as desired.

NICOTINE STAIN REMOVER: I would be glad if you could send me a formula for an effective preparation for removing nicotine stains from smokers fingers. I would like something that is easy to pack and not too expensive to make. Dublin.

The following preparation is suitable for your purpose:

Beeswax	**10.0**
Paraffin	**5.0**
Mineral oil	**46.0**
Pumice	**8.0**
Borax	**0.5**
Water	**30.0**
Perfume	**0.5**

SUNTAN PREPARATIONS: I am very much interested in obtaining formulas for two kinds of suntan preparations. One should be of the oily type and the other type should be of the lotion, or aqueous type. New York City.

A typical suntan oil consists of:

Mineral oil	**52.3**
Vegetable oil	**44.0**
Sun screen	**3.0**
Perfume	**0.5**
Color	**0.1**
Preservative	**0.1**

A suntan lotion, using an aqueous-alcohol vehicle is as follows:

Alcohol	**42.9**
Water	**50.0**
Tannic acid	**5.0**
Sun screen	**2.0**
Color	**0.1**

HAIR CREAM: I would like very much to obtain a formula for a hair cream that would be efficient but not too complicated. Hollywood.

A fairly simple hair cream can be made from:

Diglycol stearate	**12**
Liquid petrolatum	**35**
Water	**120**
Perfume	**sufficient**
Preservative	**sufficient**

INCENSE POWDER: What information do you have on the manufacture of incense powder? Any starting formulas or ideas would be appreciated. Salt Lake City.

The following is a rather typical, if old fashioned, formula for making incense powder or grains.

Cardamons	**100 Grams**
Cloves	**100 "**
Storax	**100 "**
Benzoin	**100 "**
Cascarilla bark	**100 "**
Frankincense	**100 "**
Dried lavender flowers	**150 "**
Dried rose flowers	**150 "**
Orris root	**200 "**
Oil of geranium	**25 "**
Oil of bergamot	**25 "**
Infusion of musk	**2 "**

The oils are dissolved in alcohol, and then incorporated with the mass with plentiful stirring.

MILK IN COSMETICS: If I remember correctly, there appeared several formulas on the application of milk in cosmetic creams. I desire to experiment along this line and would appreciate your sending me some experimental data. Brooklyn.

I am afraid I do not know very much about the use of milk in cosmetics, but I am aware that casein, obtained from milk, has been used in the production of massage creams, bath preparations and probably other cosmetics. Casein bath powder, sometimes known as a milk bath powder, will illustrate the use of this material; such a powder being used as a soothing and softening bath aid.

Casein, in powder	**100**
Sodium bicarbonate	**800**
Sodium carbonate	**100**
Coumarin	**1**

BLUE-GRAY HAIR RINSE: Could you please let me have a good formula for a blue-gray hair tinting rinse? Los Angeles.

A blue-gray hair rinse may be made somewhat as follows: Mix one part of F.D. & C. violet with 99 parts of a mixture of equal parts of tartaric acid and citric acid. Mix the dry ingredients and package in water-proof envelopes, about 40 grains of the mixture per envelope. This is dissolved in a quart of water to make a hair rinse.

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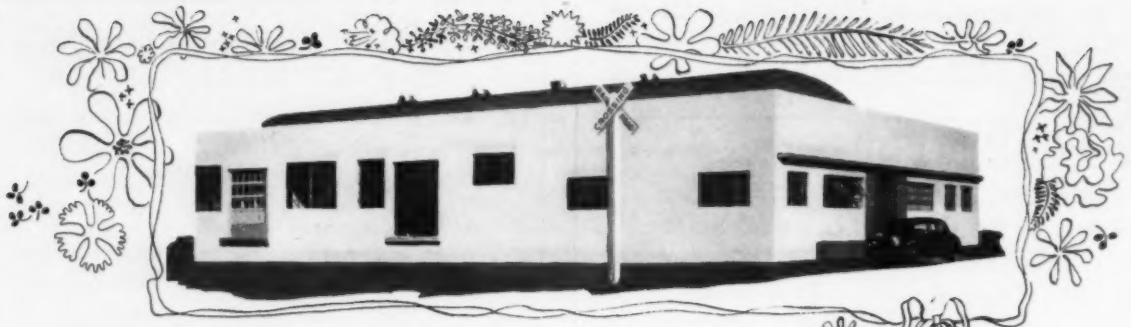

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